Code # Enter text…

**Reconfiguration of Existing Degree Program Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Shelley Gipson | 9/6/2017 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Temma Balducci | 9/18/2017 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 10/20/2017 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Gina Hogue | 10/20/2017 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

1. **Proposed Program Title**

Bachelor of Science in Digital Innovations

1. **Contact Person** (Name, Email Address, Phone Number)

Joe Ford, [mford@astate.edu](mailto:mford@astate.edu), 870.972.3050

1. **Proposed Starting Date**

Fall 2018

1. **Is there differential tuition requested?** *If yes, please fill out the New Program/Tuition and Fees Change Form.*

No

**Bulletin Changes**

|  |
| --- |
| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

***\*For new programs, please insert copy of all sections where this is referenced.\****

Page 70

|  |
| --- |
| Biological Sciences (emphasis in): —Biology —Botany —Environmental Biology —Pre-professional Studies —Zoology |
| Biotechnology |
| Business Administration —General —Sustainable Business Practices |
| Business Economics |
| Chemistry (emphasis in): —Chemistry —Pre-professional |
| Clinical Laboratory Science |
| Communication Disorders |
| Computer and Information Technology |
| Computer Science |
| Creative Media Production (emphasis in): —Audio/Video Production —Graphic Communications —Sports Media  —Narrative Media |
| Dietetics |
| Digital Innovations |
| Disaster Preparedness/Emergency Mgmt. |
| Exercise Science |

**AFTER Major in Graphic Design, ending on ASU- J Undergraduate Bulletin, page 216**

**Major in Digital Innovations**

**Strategic Communications Concentration**

**Bachelor of Science**A complete 8-semester degree plan is available at http://registrar.astate.edu/.

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:**  MUS 2503, Fine Arts - Music THEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option) CMAC 1003, Mass Communication PSY 2103, Introduction to Psychology POSC 2103, Introduction to US Government | **35** |
| **Digital Innovations Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| GRFX 1111, Design Technology | 1 |
| *GRFX 1112, Design Literacy* | *2* |
| GRFX 2703, Introduction to Web Design | 3 |
| *GRFX 2783, Human Centered Design* | *3* |
| GRFX 3703, Intermediate Web Design | 3 |
| GRFX 3713, 3D Digital and Game Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| *GRFX 4783, Design Build – take twice* | *6* |
| *GRFX 3783, Patterns in Application Design* | *3* |
| *GRFX 4793, Digital Innovations Portfolio* | *3* |
| **Sub-total** | **30** |
| **Strategic Communications:**  AD 4333, Social Media Measurement  CMAC 4073, Communications Law and Ethics  COMS 4383, Computer Mediated Communication  PR 4113, Integrated Marketing Communications  PRAD 4213, Social Media in Strategic Communications | **Sem. Hrs.** |
| **Sub-total** | **15** |
| **Electives:** (9-18 hours must be upper-level) | **Sem. Hrs.** |
| Electives | **37** |
| **Total Required Hours:** | **120** |

**Major in Digital Innovations**

**Graphic Communications Concentration**

**Bachelor of Science**A complete 8-semester degree plan is available at http://registrar.astate.edu/.

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:**  MUS 2503, Fine Arts - Music THEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option) CMAC 1003, Mass Communication PSY 2103, Introduction to Psychology POSC 2103, Introduction to US Government | **35** |
| **Digital Innovations Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| GRFX 1111, Design Technology | 1 |
| *GRFX 1112, Design Literacy* | *2* |
| GRFX 2703, Introduction to Web Design | 3 |
| *GRFX 2783, Human Centered Design* | *3* |
| GRFX 3703, Intermediate Web Design | 3 |
| GRFX 3713, 3D Digital and Game Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| *GRFX 4783, Design Build – take twice* | *6* |
| *GRFX 3783, Patterns in Application Design* | *3* |
| *GRFX 4793, Digital Innovations Portfolio* | *3* |
| **Sub-total** | **30** |
| **Graphic Communications:**  CMAC 2053, Introduction to Visual Communications  GCOM 2673, Digital Prepress Workflow  GCOM 3673, Desktop Publishing and Publication Design  MDIA 2313, Multimedia Production  MDIA 3673, Seminar in Digital Media and Design | **Sem. Hrs.** |
| **Sub-total** | **15** |
| **Electives:** (9-18 hours must be upper-level) | **Sem. Hrs.** |
| Electives | **37** |
| **Total Required Hours:** | **120** |

page 476

**ARTH 4803. Art Theory and Criticism** This course develops a link between art criticism and studio practice, relating contemporary art production and critical theory. Includes written reports and oral presentations concerning methodology and results of research. Prerequisites, a grade of CR in ART 3330; a minimum of 48 hours ART/ARTH courses; or permission of instructor. Spring.

**Methods and Materials Teaching Art (EDAR)**

**EDAR 4523. Methods and Materials for Teaching Art** Emphasis on the practical application of art in the secondary school. Techniques and strategies of teaching art, developing an art curriculum, assessing and motivating students. Must be admitted to the Teacher Education Program. Fall.

**Graphic Design (GRFX)**

**GRFX 1111. Design Technology** Basic levels of graphic design utilizing Adobe Illustrator, Adobe Photoshop, and Adobe InDesign software. Prerequisites: Declared Graphic Design Major or permission of instructor, Co-Requisite GRFX 2203. Spring.

**GRFX 1112.** **Design Literacy** Introduction to design, color theory, typography and composition. Restricted to BS Digital Innovations students. Spring, Summer.

**GRFX 2103. Visual Thinking** Focuses on the process of lateral thinking and the visualization of design problems and their solutions. Emphasizes effective research, imagination, originality, and execution in various media. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio class. Prerequisite, a grade of C or better in ART 1033 and ART 1013; or permission of instructor. Fall, Spring.

**GRFX 2203. Introduction to Graphic Design** Graphic design application, career paths, and role in media and technology; layout, typography, media, color, photography, illustration and technology. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. Prerequisites: Declared Graphic Design Major or permission of instructor, Co-Requisite GRFX 1111. Spring.

**GRFX 2303. Typography and Layout** Craftsmanship, terminology and application of classical typography in traditional and digital print processes. It is expected that students will spend a mini- mum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. Prerequisites, a grade of C or better in ART 1013 and GRFX 2203; or permission of instructor. Fall.

**GRFX 2703. Introduction to Web Design** Basic concepts of designing for the web using Site Maps, Wireframes and Mock-ups; introduction to HTML, emphasizing semantic use of elements; introduction to CSS as a way to separate content from presentation. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. Prerequisites, a grade of C or better in GRFX 2303; or permission of instructor. Fall.

**GRFX 2783.** **Human Centered Design** Conceptualizing, prototyping and testing application interfaces with respect for the real needs and desires of human users. Restricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 1111, GRFX 1112 and GRFX 2703. Spring

**GRFX 3303. Intermediate Typography** Principles and practice of typography in complex situa- tions including creating visual narrative, designing typeface, and experimenting with typography. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. May be repeated for credit. Prerequisites, a grade of C or better in GRFX 2303; or permission of instructor. Spring.

**GRFX 3400. Graphic Design Review** Portfolio review for BFA admission. Passing is prerequi- site for 4000-level GRFX courses. Limit: Students may take this course only twice. Prerequisites, a 2.75 GPA in all ART, ARTH, GRFX courses; ART 1013, ART 1023, ART 1033, ART 1043, ART 3033, ARTH 2583 and ARTH 2893; Co-requisite: GRFX 3503; permission of advisor and depart- ment chair required. Fall, Spring.

**GRFX 3503. Identity Design** Graphic design strategies using metaphors, iconography, and the creative process. Emphasis on semiotics, color, logos, letterhead packages and the elements of corporate identity design. Stress placed on problem solving using type and image and conceptual thinking. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. May be repeated for credit. Prerequisites, a grade of C or better in ART 1013, and GRFX 2303. Fall.

**page 477**

**GRFX 3603. Advertising Design** Fundamentals and history of graphic design as it applies to advertising including the agency hierarchy and the advertising designer’s role. Emphasis on ac- curate communication regardless of media through development and implementation of creative work plans, concepts, and implementation and presentation. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. May be repeated for credit. Prerequisite, a grade of C or better in GRFX 3503, or permission of instructor. Spring.

**GRFX 3703. Intermediate Web Design** Advanced HTML and CSS techniques to create sophis- ticated web page layouts that adhere to standards-based guidelines; introduction to client-side web interactivity using the jQuery library. Each student is required to create a full featured, graphic design portfolio website. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time. Prerequisites, a grade of C or better in GRFX 2703 and GRFX 3303. Spring.

**GRFX 3713. 3D Digital and Game Design** Foundational instruction in the art of creating digital 3D content for applications in animation, interactive and game design and in the production of physical objects utilizing 3D printing and laser cutting technology. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. May be repeated for credit. Prerequisites, a grade of C or better in ART 1023 and GRFX 2103; or permission of instructor. Fall.

**GRFX 3753. Motion Graphics** This course will explore the foundations of motion graphics. Design for screen, effective use of typography, graphical elements, sound, video and motion are covered with simple animations, logo and shape motion and environmental visual effects. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. May be repeated for credit. Prerequisites, a grade of C or better in GRFX 2703 and GRFX 3303. Spring.

**GRFX 3783.** **Patterns in Application Design** User Experience Design with a focus on established design patterns of iOS and Android applications. May be repeated for credit. Restricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 1111, GRFX 1112, GRFX 2703 and GRFX 3713. Spring.

**GRFX 3800. Digital Design Review** Portfolio review for BFA admission, exit for the minor. Passing is prerequisite for 4000-level ART courses. Limit: Students may take this course only twice. Prerequisites, a 2.75 GPA in all ART, ARTH, GRFX courses; C or better in ART 1013, ART 1023, ART 1033, ART 1043, ART 3033, ARTH 2583 and ARTH 2893. Corequisite, C or better in GRFX 3753. Permission of advisor and department chair required. Fall, Spring.

**GRFX 4103. Photography for the Graphic Designer** Study of photo- graphic equipment, techniques and processes with emphasis on graphic design applications. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. May be repeated for credit. Prerequisites, a grade of C or better in ART 3403 and GRFX 3303; a grade of CR in GRFX 3400; or permission of instructor. Spring.

**GRFX 4143. Advanced Photography for the Graphic Designer** This course offers advanced studies in photography as it is utilized in graphic design. Advanced studies in studio and site pho- tography and the application of photography to print and digital media. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. May be repeated for credit. Prerequisites, a grade of C or better in GRFX 4103; or permission of instructor. Fall.

**GRFX 4503. Branding** Continuation of ART 3443 Advertising Design. Implementation of total campaign as it applies to non-profit and corporate/institutional design. Integrating creative and practical work across many applications within the campaign. Emphasis on concept development, creative writing, implementation and presentation. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. May be repeated for credit. Prerequisites, a grade of C or better in GRFX 3603; a grade of CR in GRFX 3400; or permission of instructor. Fall.

**GRFX 4603. Graphic Design Internship** Supervised work in a professional graphic design setting. May be repeated for credit. Prerequisites, a grade of CR in GRFX 3400, a minimum GPA of 2.75 in all work with an ART, ARTH, ARED, or GRFX prefix, and permission of advisor, Graphic Design Internship Coordinator and department chair. Fall, Spring, Summer.

**GRFX 4703. Advanced Web Studio** Continuation of ART 3463. Based on lecture topics, students will complete self-directed research and experimentation culminating in practical appli- cations within the coding environment. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio class. May be repeated for credit. Prerequisite, a grade of C or better in GRFX 3703. Fall.

**page 478**

**GRFX 4713. Design for Physical Computing** Design techniques relevant to physical computing and internet-of-things devices; emphasis on building novel and engaging human/machine interfaces and interactive data visualization programs. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. May be repeated for credit. Prerequisites, a grade of C or better in GRFX 3713; a grade of CR in GRFX 3800; or permission of instructor. Spring.

**GRFX 4783.** **Design Build** User Experience Design focusing on the complete workflow of iOS app development. Restricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 2783. Fall.

**GRFX 4793. Digital Innovations Portfolio** Professional portfolio presentation seminar. Restricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 3783. Spring.

**GRFX 4803. Portfolio Capstone** Capstone course required for all graduating BFA, Graphic Design emphasis students. Preparation of portfolio of graphic design solutions that demonstrate the students overall knowledge and special skills. It is expected that students will spend a mini- mum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. Enrollment restricted to permission of advisor, instructor and chair. Prerequisite, minimum GPA of 2.75 in all course work with an ART, ARTH, ARED, or GRFX prefix. Spring.

**LETTER OF NOTIFICATION – 11**

**RECONFIGURATION OF EXISTING DEGREE PROGRAMS**

**(Consolidation or Separation of Degrees to Create New Degree)**

\*Please include the documents to be submitted found throughout this LON at the end of the form.

1. Institution submitting request: Arkansas State University
2. Contact person/title: Joe Ford, Assistant Professor of Digital Design
3. Title(s) of degree programs to be consolidated/reconfigured:

The new program is takes courses from: B.S. Creative Media Production, B.S. Graphic Design, B.S. Strategic Communication with Emphasis in Social Media Management, and B.A. Communication Studies.

**It is not a replacement of any existing degree program.**

1. Current CIP Code(s)/Current Degree Code(s): 09.0799, 50.0402, 09.0999, and 09.0100
2. Proposed title of consolidated/reconfigured program: Bachelor of Science Digital Innovations
3. Proposed CIP Code for new program: 09.0702
4. Proposed Effective Date: Fall 2018
5. Reason for proposed program consolidation/reconfiguration:

*(Indicate student demand (projected enrollment) for the proposed program and document that the program meets employer needs)*

Digital literacy and creative problem solving are essential 21st-century skills that every ambitious person needs if s/he wants to succeed. The world has undergone unprecedented change over the past decade due to the emergence of the mobile internet and social media.

It is no longer sufficient for the average citizen to be just a consumer of data and media. S/he must also be a producer and the means of production, for the 21st century is digital. The Digital Innovation (DI) B.S degree immerses students in design thinking, contemporary modes of communication and the breadth of digital production to prepare them for new and emerging roles to support the needs of the contemporary workforce.

Current Bureau of Labor Statistics estimates project a 17% increase (by 2024) in the number of jobs for skilled software developers with a median salary of over $100,000 annually and a 27% increase in web developers with a median income of $64,000 per year. A 2014 report from Vision Mobile Analysts found that the explosion in internet of things devices would require an increase in professionals capable of developing software solutions from a current level of 300,000 to more than 4,000,000 by 2020.

Graduates with these skills are currently in high demand, and those who demonstrate a hybrid of advanced creative thinking and communication skills and technological savvy will be rewarded in the marketplace.

The Digital Innovations degree program at Arkansas State University will be a flexible degree that gives students the necessary theory and skills to advance in their career and life goals. In addition, offering this degree online will expand the availability of the degree and give working adults an edge in a competitive world. There is an increasing population of working adults who desire to enhance their education but find traditional college attendance unfeasible due to work constraints, etc. Thus, many working adults prefer the flexibility of an online degree as completion of an online degree will provide opportunities for career change or career enhancement. This program will combine existing courses from the Creative Media Production, Graphic Design, Strategic Communications, and Communication Studies programs while including new material to create this program. This program prepares students to work in a digital age in the fields of design, multimedia and communications. The course integrates the area of digital design, strategic communications, and multimedia.

1. Provide current and proposed curriculum outline by semester.

*For undergraduate programs, please also fill out 8-semester plan at end of document.*

*Indicate total semester credit hours required for the proposed program. Underline new courses and provide new course descriptions. (If existing courses have been modified to create new courses, provide the course name/description for the current/existing courses and indicate the related new/modified courses.) Identify required general education core courses with an asterisk.*

**EXISTING PROGRAMS**

**Major in Creative Media Production**

**Bachelor of Science**

**Emphasis in Graphic Communication**

A [complete 8-semester degree plan is available at http://registrar.astate.edu/.](http://registrar.astate.edu/)

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 41) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:**  *CMAC 1003, Mass Communication in Modern Society*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| CMAC 1001, Media Grammar and Style | 1 |
| CMAC 2003, Media Writing | 3 |
| CMAC 2053, Introduction to Visual Communications | 3 |
| CMAC 3001, Professional Seminar | 1 |
| CMAC 4073, Communications Law and Ethics | 3 |
| MDIA 2313, Multimedia Production | 3 |
| MDIA 3363, Communications Research | 3 |
| MDIA 4123, Media Management and Entrepreneurship | 3 |
| MDIA 4363, Multimedia Storytelling | 3 |
| Media or Communication Electives | 6 |
| **Sub-total** | **29** |
| **Emphasis Area (Graphic Communication):** | **Sem. Hrs.** |
| GCOM 1813, Introduction to Digital Publishing | 3 |
| GCOM 2673, Digital Prepress Workflow | 3 |
| GCOM 3603, Graphic Production Systems | 3 |
| GCOM 3673, Desktop Publishing and Publication Design | 3 |
| GCOM 4643, Graphic Communications Management Seminar | 3 |
| **Sub-total** | **15** |
| **Minor:** | **Sem. Hrs.** |
| *Must be outside of the Departments of Media and Communication and approved by advisor.* | **18-21** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **17-20** |
| **Total Required Hours:** | **120** |

**Major in Graphic Design**

**Bachelor of Fine Arts**

A [complete 8-semester degree plan is available at http://registrar.astate.edu/.](http://registrar.astate.edu/)

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 41) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| ART 1013, Design I Making Connections (See Art Major Core) | **-** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:**  *MUS 2503, Fine Arts - Music*  *THEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option)* | **35** |
| **B.F.A. Art Major Core:**  Grade of “C” or better required for all B.F.A.Art Major Core Requirements, including prerequisites. | **Sem Hrs.** |
| ART 1013, Design I | 3 |
| ART 1023, Design II | 3 |
| ART 1033, Drawing I | 3 |
| ART 1043, Drawing II | 3 |
| ART 3033, Drawing III | 3 |
| ARTH 2583, Survey of Art History I | 3 |
| ARTH 2593, Survey of Art History II | 3 |
| **Sub-total** | **21** |
| **Studio Art Requirements:**  Grade of “C” or better required for all Studio Art Requirements, including prerequisites. | **Sem. Hrs.** |
| ART 3063, Painting | 3 |
| ART 3083, Printmaking | 3 |
| ART 3093, Ceramics | 3 |
| ART 3103, Sculpture | 3 |
| ART 3403, Photography | 3 |
| **Sub-total** | **15** |
| **Additional Requirements:** | **Sem. Hrs.** |
| ARTH 4573, History of Graphic Design | 3 |
| Art History Elective | 3 |
| **Sub-total** | **6** |
| **Graphic Design Requirements:**  Grade of “C” or better required for all Graphic Design Requirements, including prerequisites. | **Sem. Hrs.** |
| GRFX 1111, Design Technology | 1 |
| GRFX 2103, Visual Thinking | 3 |
| GRFX 2203, Introduction to Graphic Design | 3 |
| GRFX 2303, Typography and Layout | 3 |
| GRFX 2703, Introduction to Web Design | 3 |
| GRFX 3303, Intermediate Typography | 3 |
| GRFX 3400, Graphic Design Review | 0 |
| GRFX 3503, Identity Design | 3 |
| GRFX 3603, Advertising Design | 3 |

|  |  |
| --- | --- |
| GRFX 3703, Intermediate Web Design | 3 |
| GRFX 4103, Photography for the Graphic Designer | 3 |
| GRFX 4503, Branding | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4803, Portfolio Capstone | 3 |
| **Select two of the following:** ART 4063, Advanced Painting ART 4083, Advanced Printmaking ART 4103, Advanced Sculpture  GRFX 4143, Advanced Photography for the Graphic Designer  GRFX 4703, Advanced Web Studio | 6 |
| **Sub-total** | **43** |
| **Total Required Hours:** | **120** |

**Major in Strategic Communication**

**Bachelor of Science**

**Emphasis in Social Media Management**

A [complete 8-semester degree plan is available at http://registrar.astate.edu/.](http://registrar.astate.edu/)

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 41) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:**  *CMAC 1003, Mass Communication in Modern Society*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| AD 4003, Account Planning & Management **OR**  COMS 3363, Communication Research | 3 |
| CMAC 1001, Media Grammar and Style | 1 |
| CMAC 2003, Media Writing | 3 |
| CMAC 4073, Communications Law and Ethics | 3 |
| PRAD 3143, Strategic Writing | 3 |
| PRAD 4753, Strategic Communication Case Studies **OR**  PRAD 4763, Strategic Communication Campaigns | 3 |
| **Sub-total** | **16** |
| **Communications Electives or Specialization:** | **Sem. Hrs.** |
| COMS 4263 Organizational Communication **OR**  MDIA 3373 Introduction to Internet Communications | 3 |
| Communications Electives/Specializations (see advisor for additional information) | 9 |
| **Sub-total** | **12** |
| **Emphasis Area (Social Media Management):** | **Sem. Hrs.** |
| AD 3023, Principles of Advertising **OR**  PR 4113, Integrated Marketing Communications | 3 |
| AD 3133, Interactive Advertising | 3 |
| AD 4333, Social Media Measurement | 3 |
| PR 3003, Principles of Public Relations | 3 |
| PRAD 4213, Social Media in Strategic Communications | 3 |
| **Sub-total** | **15** |
| **Minor:** | **Sem. Hrs.** |
| *Must be outside of the Departments of Media and Communication and approved by advisor.* | **18-21** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **18-21** |
| **Total Required Hours:** | **120** |

**Major in Communication Studies**

**Bachelor of Arts**

A [complete 8-semester degree plan is available at http://registrar.astate.edu/.](http://registrar.astate.edu/)

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 41) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:**  *CMAC 1003, Mass Communication in Modern Society*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| COMS 2243, Principles of Argumentation | 3 |
| COMS 2313, Communication Theory | 3 |
| COMS 2373, Introduction to Interpersonal Communication | 3 |
| COMS 3363, Communication Research Methods | 3 |
| **Communication Studies Electives (21 hours required; 18 hours must be upper- level):**  AD 3023, Principles of Advertising  COMS 2253, Introduction to Health Communication COMS 3203, Business and Professional Communication COMS 3243, Principles of Persuasion  COMS 3253, Principles of Listening COMS 3373, Gender Communication COMS 3433, Communication Criticism COMS 4203, Small Group Communication COMS 4243, Interpersonal Communication COMS 4253, Intercultural Communication  COMS 4263, Organizational Communication  COMS 431V, Special Problems  COMS 4323, Communication in Personal Relationships  COMS 4373, Conflict Resolution  COMS 4383, Computer Mediated Communication  COMS 4403, Health Communication  COMS 4423, Narratives in Health and Healing  PR 3003, Principles of Public Relations  PR 4603, Crisis Communication | 21 |
| **Sub-total** | **33** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **49** |
| **Total Required Hours:** | **120** |

**PROPOSED PROGRAM 120 HOURS**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:**  MUS 2503, Fine Arts - Music THEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option) CMAC 1003, Mass Communication PSY 2103, Introduction to Psychology POSC 2103, Introduction to US Government | **35** |
| **Digital Innovations Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| GRFX 1111, Design Technology | 1 |
| *GRFX 1112, Design Literacy* | *2* |
| GRFX 2703, Introduction to Web Design | 3 |
| *GRFX 2783, Human Centered Design* | *3* |
| GRFX 3703, Intermediate Web Design | 3 |
| GRFX 3713, 3D Digital and Game Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| *GRFX 4783, Design Build – take twice* | *6* |
| *GRFX 3783, Patterns in Application Design* | *3* |
| *GRFX 4793, Digital Innovations Portfolio* | *3* |
| **Sub-total** | **30** |
| **Choose one of the following concentrations:**  **Strategic Communications:**  AD 4333, Social Media Measurement  CMAC 4073, Communications Law and Ethics  COMS 4383, Computer Mediated Communication  PR 4113, Integrated Marketing Communications  PRAD 4213, Social Media in Strategic Communications  **Graphic Communications:**  CMAC 2053, Introduction to Visual Communications  GCOM 2673, Digital Prepress Workflow  GCOM 3673, Desktop Publishing and Publication Design  MDIA 2313, Multimedia Production  MDIA 3673, Seminar in Digital Media and Design | **Sem. Hrs.** |
| **Sub-total** | **15** |
| **Electives:** (9-18 hours must be upper-level and all electives must be approved by advisor) | **Sem. Hrs.** |
| Electives | **37** |
| **Total Required Hours:** | **120** |

**GRFX 1112 Design Literacy** Introduction to design, color theory, typography and composition. Restricted to BS Digital Innovations students. Spring, Summer.

**GRFX 2783** **Human Centered Design** Conceptualizing, prototyping and testing application interfaces with respect for the real needs and desires of human users. Restricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 1111, GRFX 1112 and GRFX 2703. Spring.

**GRFX 3783 Patterns in Application Design** User Experience Design with a focus on established design patterns of iOS and Android Applications. Restricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 1111, GRFX 1112, GRFX 2703 and GRFX 3713. Spring.

**GRFX 4783 Design Build** User Experience Design focusing on the complete workflow of iOS App development. Restricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 2783. Fall.

**GRFX 4793 Digital Innovations Portfolio** Professional portfolio presentation seminar. Restricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 3783. Spring.

1. Provide program budget. Indicate amount of funds available for reallocation.

*This semester I have talked with ADHE about their LON forms and confirmed that reconfigured programs and/or cognate (embedded) certificates do not require budget projections. The rationale is that these courses are currently charged to other programs/certificates and the costs incurred are not new or reallocated.*

*-Dr. Wheeler*

1. Provide current and proposed organizational chart. *See end of document.*
2. Institutional curriculum committee review/approval date: Enter text...
3. Are the existing degrees offered off-campus or via distance delivery? Yes
4. Will the proposed degree be offered on-campus, off-campus, or via distance delivery?

On-campus and *100% online*

1. Identify mode of distance delivery or the off-campus location for the proposed program.

*Blackboard Learn Platform*

1. Provide documentation that proposed program has received full approval by licensure/certification entity, if required.

*(A program offered for teacher/education administrator licensure must be reviewed/approved by the Arkansas Department of Education prior to consideration by the Coordinating Board; therefore, the Education Protocol Form also must be submitted to ADHE along with the Letter of Notification).*

This program will not be accredited.

1. Provide copy of e-mail notification to other institutions in the area of the proposed program and their responses; include your reply to the institutional responses. *The only external institutional notifications that we are required to confirm are for new programs or certificates. Notification is not required for reconfigured programs or embedded certificates. – Dr. Wheeler.*
2. List institutions offering similar program and identify the institutions used as a model to develop the proposed program.

*Digital Media Innovation – Texas State University  
Digital Media and Web Technology – University of Maryland University College  
Digital Culture – Arizona State University*

1. Provide scheduled program review date (within 10 years of program implementation).

First PLO assessments in 2020

1. Provide additional program information if requested by ADHE staff.

Enter text...

President/Chancellor Approval Date: Click here to enter a date.

Board of Trustees Notification Date: Click here to enter a date.

Chief Academic officer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: Enter date.

Name (printed): Click here to enter text.

**8-Semester Plan**

(**referenced in #9** - **Undergraduate Proposals Only)**

**EXISTING PROGRAMS**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| College of Liberal Arts and Communication | | | | | | | | | | | | | | | | | | |
| Degree Plan: Bachelor of Science | | | | | | | | | | | | | | | | | | |
| **Creative Media Production w/ Emphasis in Graphic Communication** | | | | | | | | | | | | | | | | | | |
|  | |  | | |  | |  | | | |  | |  | |  | |  | |
| **Year One** | |  | | | **Prerequisite** | | **Credit** | | | | **Year One** | |  | | **Prerequisite** | | **Credit** | |
| UC 1013 | | Making Connections | | |  | | 3 | |  | | COMS 1203 | | Oral Communication | |  | | 3 | |
| CMAC 1003 | | Mass Com. In Modern Soc | | |  | | 3 | |  | | ENG 1013 | | Composition II | | ENG 1003 | | 3 | |
| ENG 1003 | | Composition I | | |  | | 3 | |  | | Fine Arts General Ed Course | | | |  | | 3 | |
| MATH 1023 | | College Algebra | | |  | | 3 | |  | | Social Science Gen Ed Course | | | |  | | 3 | |
| BIOL 1003 | | Biological Science | | |  | | 3 | |  | | PHSC 1203 | | Phys Science | |  | | 3 | |
| BIOL 1001 | | Biology Lab | | |  | | 1 | |  | | PHSC 1201 | | Physical Science Lab | |  | | 1 | |
|  | |  | | |  | | 16 | |  | |  | |  | |  | | 16 | |
|  | |  | | |  | |  | |  | |  | |  | |  | | 32 | |
| **Year Two** | |  | | | **Prerequisite** | | **Credit** | | | | **Year Two** | |  | | **Prerequisite** | | **Credit** | |
| CMAC 2053 | | Intro to Visual Comm. | | |  | | 3 | |  | | CMAC 2003 | | Media Writing | | CMAC 1001 | | 3 | |
| ENG 2003 | | World Lit to 1660 | | |  | | 3 | |  | | MDIA 2313 | | Multimedia Production | | CMAC 2053 | | 3 | |
| POSC 2103 | | Intro to US Government | | |  | | 3 | |  | | CMAC 3001 | | Professional Seminar | |  | | 1 | |
| CMAC 1001 | | Media Grammar and Style | | |  | | 1 | |  | | GCOM 2673 | | Digital Prepress Workflow | |  | | 3 | |
| GCOM 1813 | | Intro to Digital Publishing | | |  | | 3 | |  | | Minor | | Any Level | |  | | 3 | |
| Minor | | Any Level | | |  | | 3 | |  | | ELECTIVE | | Any Level | |  | | 3 | |
|  | |  | | |  | | 16 | |  | |  | |  | |  | | 16 | |
|  | |  | | |  | | 48 | |  | |  | |  | |  | | 64 | |
| **Year Three** | |  | | | **Prerequisite** | | **Credit** | | | | **Year Three** | |  | | **Prerequisite** | | **Credit** | |
| GCOM 3603 | | Graphic Production System | | | GCOM 1813 | | 3 | |  | | GCOM 3673 | | Desktop Publishing and Publication Design | |  | | 3 | |
| Minor | | Upper Level | | |  | | 3 | |  | | MDIA 4363 | | Multimedia Storytelling | |  | | 3 | |
| Elective | | Any Level | | |  | | 3 | |  | | Minor | | Upper Level | |  | | 3 | |
| CMAC 4073 | | Communication Law & Ethics | | |  | | 3 | |  | | MDIA 3673 | | Seminar in Digital Media and Design (Upper Level Elective) | |  | | 3 | |
| College Elective | | Any Level | | |  | | 3 | |  | | ELECTIVE | | Upper Level | |  | | 3 | |
|  | |  | | |  | | 15 | |  | |  | |  | |  | | 15 | |
|  | |  | | |  | | 79 | |  | |  | |  | |  | | 94 | |
| **Year Four** | |  | | | **Prerequisite** | | **Credit** | | | | **Year Four** | |  | | **Prerequisite** | | **Credit** | |
| MDIA 3363 | | Communications Research | | |  | | 3 | |  | | College Elective | | Upper Level | |  | | 3 | |
| MDIA 4123 | | Media Management & Entrepreneurship | | |  | | 3 | |  | | GCOM 4643 | | Graphic Communication Management | | GCOM 3603 | | 3 | |
| Minor | | Upper Level | | |  | | 3 | |  | | Elective | | Upper Level | |  | | 3 | |
| Minor | | Upper Level | | |  | | 3 | |  | | Minor | | Upper Level | |  | | 3 | |
| ELECTIVE | | Upper Level | | |  | | 3 | |  | |  | |  | |  | |  | |
|  | |  | | |  | | 15 | |  | |  | |  | |  | | 12 | |
|  | |  | | |  | | 109 | |  | |  | |  | |  | | 121 | |
|  | |  | | |  | |  | |  | |  | |  | |  | |  | |
| College of Liberal Arts and Communication | | | | | | | | | | | | | | | | |
| Degree Plan: Bachelor of Fine Arts | | | | | | | | | | | | | | | | |
| **Graphic Design** | | | | | | | | | | | | | | | | |
|  | |  |  | |  | |  | |  | |  | |  | |  | |
| **Year One** | |  | **Prerequisite** | | **Credit** | | | | **Year One** | |  | | **Prerequisite** | | **Credit** | |
| ART 1013 | | Making Connections |  | | 0 | |  | | ART 1043 | | Drawing II | |  | | 3 | |
| ART 1013 | | Design I |  | | 3 | |  | | ENG 1013 | | Composition II | | ENG 1003 | | 3 | |
| ENG 1003 | | Composition I |  | | 3 | |  | | GRFX 1111 | | Design Technology | |  | | 1 | |
| MATH 1023 | | College Algebra |  | | 3 | |  | | Humanities General Ed. Course | | | |  | | 3 | |
| ART 1033 | | Drawing I |  | | 3 | |  | | ARTH 2583 | | Survey of Art History | |  | | 3 | |
|  | |  |  | |  | |  | | GRFX 2303 | | Intro to Graphic Design | |  | | 3 | |
|  | |  |  | | 12 | |  | |  | |  | |  | | 16 | |
|  | |  |  | | 12 | |  | |  | |  | |  | | 28 | |
| **Year Two** | |  | **Prerequisite** | | **Credit** | | | | **Year Two** | |  | | **Prerequisite** | | **Credit** | |
| Social Science Gen Ed | | |  | | 3 | |  | | Social Science Gen Ed | | | |  | | 3 | |
| ART 3033 | | Drawing III |  | | 3 | |  | | Life Science Gen Ed | | | |  | | 3 | |
| ARTH 2593 | | Survey of Art History II |  | | 3 | |  | | Life Science Lab | | | |  | | 1 | |
| GRFX 2403 | | Typography and Layout |  | | 3 | |  | | GRFX 3303 | | Intermediate Typography | |  | | 3 | |
| GRFX 2103 | | Visual Thinking |  | | 3 | |  | | ART 1023 | | Design II | |  | | 3 | |
|  | |  |  | |  | |  | | ART 3330 | | BFA Review | |  | | 0 | |
|  | |  |  | |  | |  | | GRFX 3400 | | Graphic Design Review | |  | | 0 | |
|  | |  |  | |  | |  | | ARTH 4573 | | History of Graphic Design | |  | | 3 | |
|  | |  |  | | 15 | |  | |  | |  | |  | | 16 | |
|  | |  |  | | 43 | |  | |  | |  | |  | | 59 | |
| **Year Three** | |  | **Prerequisite** | | **Credit** | | | | **Year Three** | |  | | **Prerequisite** | | **Credit** | |
| Social Science Gen Ed History | | |  | | 3 | |  | | THEA 2503 | | Fine Arts Theatre | |  | | 3 | |
| Physical Science Gen Ed | | |  | | 3 | |  | | ART 3083 | | Printmaking | |  | | 3 | |
| Physical Science Lab | | |  | | 1 | |  | | GRFX 4103 | | Photo for the Graphic Designer | |  | | 3 | |
| ART 3403 | | Photography |  | | 3 | |  | | GRFX 3603 | | Advertising Design | |  | | 3 | |
| GRFX 3503 | | Identity Design |  | | 3 | |  | | GRFX 3703 | | Intermediate Web Design | |  | | 3 | |
| GRFX 2703 | | Intro to Web Design |  | | 3 | |  | |  | |  | |  | |  | |
|  | |  |  | | 16 | |  | |  | |  | |  | | 15 | |
|  | |  |  | | 75 | |  | |  | |  | |  | | 90 | |
| **Year Four** | |  | **Prerequisite** | | **Credit** | | | | **Year Four** | |  | | **Prerequisite** | | **Credit** | |
| MUS 2503 | | Fine Arts Music |  | | 3 | |  | | GRFX 4063 | | Graphic Design Internship | |  | | 3 | |
| ART 3103 | | Sculpture |  | | 3 | |  | | ART 3093 | | Ceramics | |  | | 3 | |
| ART 3063 | | Painting |  | | 3 | |  | | GRFX 4803 | | Capstone Portfolio | |  | | 3 | |
| GRFX 4603 | | Branding |  | | 3 | |  | | Elective | | 4000-level SART or GRFX elective | |  | | 3 | |
| ARTH Elective | | 4000-level Art History Elective |  | | 3 | |  | | Elective | | 4000-level SART or GRFX elective | |  | | 3 | |
|  | |  |  | | 15 | |  | |  | |  | |  | | 15 | |
|  | |  |  | | 105 | |  | |  | |  | |  | | 120 | |
|  | |  |  | |  | |  | |  | |  | |  | |  | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| College of Liberal Arts and Communication | | | | | | | | |
| Degree Plan: Bachelor of Science | | | | | | | | |
| **Strategic Communication w/ Emphasis in Social Media Management** | | | | | | | | |
|  |  |  |  |  |  |  |  |  |
| **Year One** |  | **Prerequisite** | **Credit** | | **Year One** |  | **Prerequisite** | **Credit** |
| UC 1013 | Making Connections |  | 3 |  | CMAC 1003 | Mass Com. In Modern Soc |  | 3 |
| COMS 1203 | Oral Communications |  | 3 |  | ENG 1013 | Composition II | ENG 1003 | 3 |
| ENG 1003 | Composition I |  | 3 |  | MUS 2503 | Fine-Arts Musical |  | 3 |
| MATH 1023 | College Algebra |  | 3 |  | POSC 2103 | Intro to US Government |  | 3 |
| BIOL 1003 | Biological Science |  | 3 |  | PHSC 1203 | Phys Science |  | 3 |
| BIOL 1001 | Biology Lab |  | 1 |  | PHSC 1201 | Physical Science Lab |  | 1 |
|  |  |  | 16 |  |  |  |  | 16 |
|  |  |  |  |  |  |  |  | 32 |
| **Year Two** |  | **Prerequisite** | **Credit** | | **Year Two** |  | **Prerequisite** | **Credit** |
| CMAC 1001 | Media Grammar and Style |  | 1 |  | AD 3023 | Principles of Advertising | | 3 |
| ENG 2003 | World Lit to 1660 |  | 3 |  | CMAC 2053 | Intro to Visual Comm. |  | 3 |
| ECON 2333 | Economic Issues |  | 3 |  | PR 3003 | Princ. Of Pub. Relations |  | 3 |
| CMAC 2003 | Media Writing |  | 3 |  | Minor | Minor Course |  | 3 |
| ELECTIVE | Any Level |  | 3 |  | CMAC 3001 | Professional Seminar |  | 1 |
| Minor | Minor Course |  | 3 |  | ELECTIVE | Any Level |  | 3 |
|  |  |  | 16 |  |  |  |  | 16 |
|  |  |  | 48 |  |  |  |  | 64 |
| **Year Three** |  | **Prerequisite** | **Credit** | | **Year Three** |  | **Prerequisite** | **Credit** |
| PRAD 3143 | Strategic Writing |  | 3 |  | COMS 3363 | Communication Research |  | 3 |
| Minor | Any Level |  | 3 |  | AD 3133 | Interactive Advertising |  | 3 |
| Minor | Any Level |  | 3 |  | Minor | Any Level |  | 3 |
| PRAD 3553 | Strategic Visual Comms |  | 3 |  | College Elective | Elective |  | 3 |
| ELECTIVE | Upper Level |  | 3 |  | ELECTIVE | Upper Level |  | 3 |
|  |  |  | 15 |  |  |  |  | 15 |
|  |  |  | 79 |  |  |  |  | 84 |
| **Year Four** |  | **Prerequisite** | **Credit** | | **Year Four** |  | **Prerequisite** | **Credit** |
| CMAC 4073 | Communications Law & Ethics |  | 3 |  | PRAD 4753 | Strategic Case Studies |  | 3 |
| AD 4333 | Social Media Measurement |  | 3 |  | Elective | Elective |  | 3 |
| PRAD 4213 | Social Media in Strategic Comm |  | 3 |  | COMS 4263 | Organizational Communication |  | 3 |
| Minor | Minor Course |  | 3 |  | College Elective | Elective |  | 3 |
| ELECTIVE | Upper Level |  | 3 |  |  |  |  |  |
|  |  |  | 15 |  |  |  |  | 12 |
|  |  |  | 109 |  |  |  |  | 121 |
|  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| College of Liberal Arts and Communication | | | | | | | | |
| Degree Plan: Bachelor of Arts | | | | | | | | |
| **Communication Studies** | | | | | | | | |
| Students must complete 45 hours of upper level course work (3000-4000), | | | | | | | | |
|  |  |  |  |  |  |  |  |  |
| **Year One** |  | **Prerequisite** | **Credit** | | **Year One** |  | **Prerequisite** | **Credit** |
| UC 1003 | FYE |  | 3 |  | CMAC 1003 | Mass Com. In Modern Soc |  | 3 |
| COMS 1203 | Oral Communications |  | 3 |  | ENG 1013 | Composition II | ENG 1003 | 3 |
| ENG 1003 | Composition I |  | 3 |  | ART, MUS, or THEA 2503 General Ed | |  | 3 |
| MATH General Education | |  | 3 |  | Social Science Gen Ed Course | |  | 3 |
| BIOL 1003 | Biology or Alternative |  | 3 |  | PHSC 1203 | Phys Science or Alternative |  | 3 |
| BIOL 1001 | Biology Lab |  | 1 |  | PHSC 1201 | Physical Science Lab |  | 1 |
|  |  |  | 16 |  |  |  |  | 16 |
|  |  |  |  |  |  |  |  | 32 |
| **Year Two** |  | **Prerequisite** | **Credit** | | **Year Two** |  | **Prerequisite** | **Credit** |
| CMAC 2053 | Intro to Visual Com. |  | 3 |  | COMS 2243 | Principles of Argumentation | | 3 |
| COMS 2313 | Communication Theory | COMS 1203 | 3 |  | COMS 2373 | Intro to Interpersonal Com |  | 3 |
| HIST 2763, HIST 2774, or POSC 2103 | |  | 3 |  | CMAC 3001 | Professional Seminar |  | 1 |
| ENG 2003, ENG 2013, or PHIL 1103 | |  | 3 |  | ELECTIVE | Any Level |  | 3 |
| ELECTIVE | Any Level |  | 3 |  | ELECTIVE | Any Level |  | 3 |
|  |  |  |  |  | ELECTIVE | Any Level |  | 3 |
|  |  |  | 15 |  |  |  |  | 16 |
|  |  |  |  |  |  |  |  | 63 |
| **Year Three** |  | **Prerequisite** | **Credit** | | **Year Three** |  | **Prerequisite** | **Credit** |
| COMS 3363 | Communication Research |  | 3 |  | Comm Studies Elective | Upper Level |  | 3 |
| Comm Studies Elective | Any Level |  | 3 |  | Comm Studies Elective | Upper Level |  | 3 |
| Comm Studies Elective: | Upper Level |  | 3 |  | ELECTIVE | Upper Level |  | 3 |
| ELECTIVE | Upper Level |  | 3 |  | ELECTIVE | Upper Level |  | 3 |
| ELECTIVE | Upper Level |  | 3 |  | ELECTIVE | Upper Level |  | 3 |
|  |  |  | 15 |  |  |  |  | 15 |
|  |  |  |  |  |  |  |  | 93 |
| **Year Four** |  | **Prerequisite** | **Credit** | | **Year Four** |  | **Prerequisite** | **Credit** |
| COMS 4383 Computer Mediated Information | (COMM STUDIES ELECTIVE: Upper Level) |  | 3 |  | COMM STUDIES ELECTIVE | Upper Level |  | 3 |
| ELECTIVE | Upper Level |  | 3 |  | ELECTIVE | Upper Level |  | 3 |
| ELECTIVE | Upper Level |  | 3 |  | ELECTIVE | Upper Level |  | 3 |
| ELECTIVE | Upper Level |  | 3 |  | ELECTIVE | Upper Level |  | 3 |
| ELECTIVE | Upper Level |  | 3 |  |  |  |  |  |
|  |  |  | 15 |  |  |  |  | 12 |
|  |  |  |  |  |  |  |  | 120 |
|  |  |  |  |  |  | COMS credits |  | 40 |
|  |  |  |  |  |  | Upper level course work |  | 52 |

**PROPOSED PROGRAM**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| College of Liberal Arts and Communication | | | | | | | |
| Degree Plan: Bachelor of Science | | | | | | | |
| **Digital Innovations** | | | | | | | |
| Students must complete 45 hours of upper level course work (3000-4000), | | | | | | | |
| **Semester One** |  | **Prereq** | **Credit** | **Semester Two** |  | **Prereq** | **Credit** |
| UC 1013 | Making Connections\* |  | 3 | Humanities | Humanities Gen. Ed.\* |  | 3 |
| ENG 1003 | Composition I\* |  | 3 | ENG 1013 | Composition II\* | ENG 1003 | 3 |
| MATH | MATH Gen. Ed.\* |  | 3 | ART 2503 | Fine Arts Visual\* |  | 3 |
| CMAC 1003 | Mass Communication  Social Science Gen. Ed.\* |  | 3 | GRFX 2703 | Introduction to Web Design |  | 3 |
| GRFX 1111 | Design Technology |  | 1 | GRFX 1112 | Design Literacy |  | 2 |
|  |  |  |  | Elective | Elective |  | 3 |
|  |  |  | 13 |  |  |  | 17 |
|  |  |  |  |  |  |  | 30 |
| **Semester Three** |  | **Prereq** | **Credit** | **Semester Four** |  | **Prereq** | **Credit** |
| Life Science | Life Science Gen. Ed.\* |  | 3 | Physical Science | Physical Science Gen. Ed.\* |  | 3 |
| Life Science | Life Science Lab Gen. Ed.\* |  | 1 | Physical Science | Physical Science Lab Gen Ed.\* |  | 1 |
| THEA 2503 | Fine Arts Theatre\* |  | 3 | Concentration | Concentration |  | 3 |
| Concentration | Concentration |  | 3 | GRFX 2783 | Human Centered Design | GRFX 2703 | 3 |
| Elective | Elective |  | 3 | GRFX 3703 | Intermediate Web Design | GRFX 2703 | 3 |
| Elective | Elective |  | 1 | Elective | Elective |  | 3 |
|  |  |  | 14 |  |  |  | 16 |
|  |  |  | 44 |  |  |  | 60 |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **Semester Five** |  | **Prereq** | **Credit** | **Semester Six** |  | **Prereq** | **Credit** |
| Elective | Elective |  | 3 | Elective | Elective |  | 3 |
| Restricted Elective | Upper level Elective |  | 3 | POSC 2103 | Introduction to US Government  Social Science Gen. Ed.\* |  | 3 |
| Concentration | Concentration |  | 3 | Concentration | Concentration |  | 3 |
| GRFX 3713 | 3D Digital & Game Design | GRFX 2783 | 3 | GRFX 3783 | Patterns in Application Design | GRFX 3713 | 3 |
| PSY 2013 | Introduction to Psychology  Social Science Gen Ed.\* |  | 3 | Restricted Elective | Upper level Elective |  | 3 |
|  |  |  | 15 |  |  |  | 15 |
|  |  |  | 75 |  |  |  | 90 |
| **Semester Seven** |  | **Prereq** | **Credit** | **Semester Eight** |  | **Prereq** | **Credit** |
| GRFX 4783 | Design Build | GRFX 3783 | 3 | Elective | Elective |  | 3 |
| Concentration | Concentration |  | 3 | GRFX 4793 | Digital Innovations Portfolio |  | 3 |
| Restricted Elective | Upper level Elective |  | 3 | GRFX 4603 | Graphic Design Internship (Upper Level Elective) |  | 3 |
| Restricted Elective | Upper level Elective |  | 3 | Restricted Elective | Upper level Elective |  | 3 |
| CMAC 4073 | Communication Law and Ethics |  | 3 | Restricted Elective | Upper level Elective |  | 3 |
|  |  |  | 15 |  |  |  | 15 |
|  |  |  | 105 |  |  |  | 120 |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  | Upper-Level Credits |  | 45 |
|  |  |  |  |  |  |  |  |

**Program Budget**

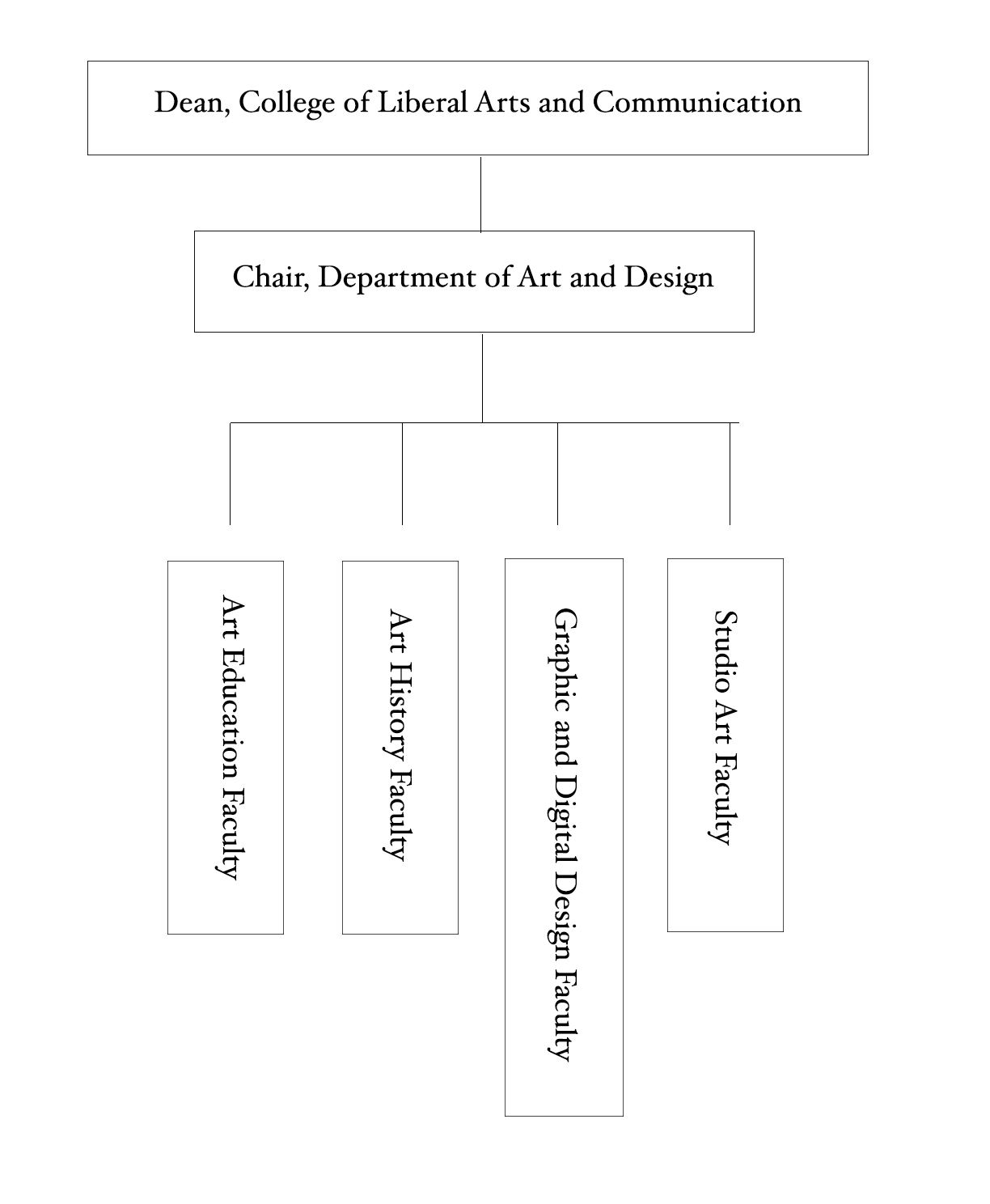
**(referenced in # 10)**

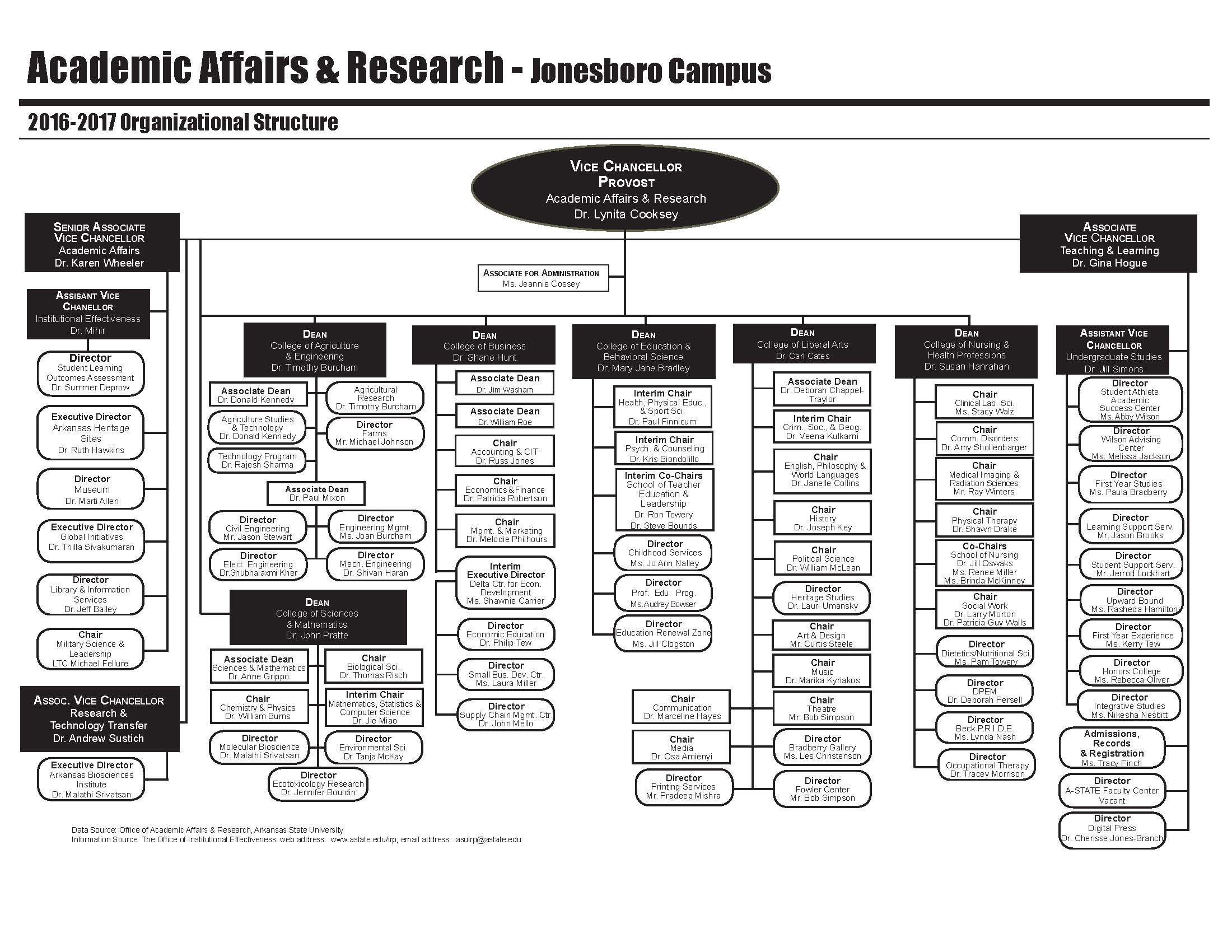
All courses will be taught within existing funding structures, including online offerings in AOS.

All students will be required to have the appropriate equipment to enter/complete the program.

**Organizational Chart**

**(referenced in # 11)**



****

**Written Notification to Other Institutions**

**(referenced in # 17)**

This should include a copy of written notification to other institutions in area of proposed program and responses

THIS WILL BE PROVIDED BY ACADEMIC AFFAIRS – Confirmed – Dr. Wheeler.

Enter text...

**Student Learning Outcomes**

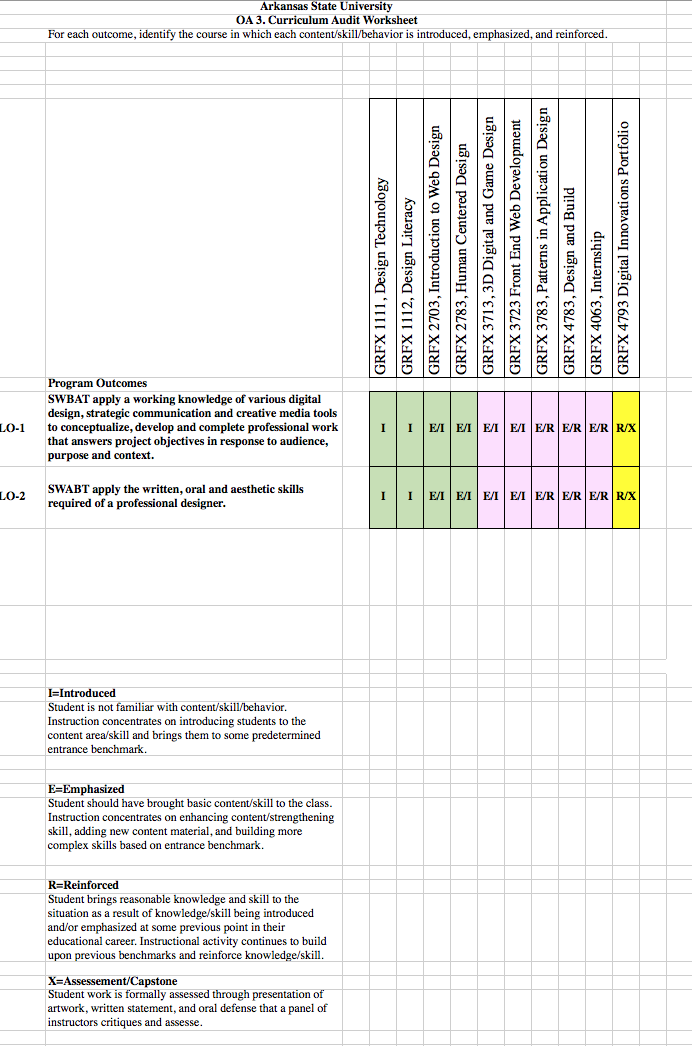
Provide outcomes that students will accomplish during or at completion of this reconfigured degree. Fill out the following table to develop a continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

***Note: Best practices suggest 4-7 outcomes per program; minors would have 1 to 4 outcomes.***

|  |  |
| --- | --- |
| **Program-Level Outcome 1** | **SWBAT apply a working knowledge of digital design create a professional portfolio.** |
| Assessment Measure | **Direct Measure**:  Description: In Digital Innovations Portfolio, students present ≥ 10 professional-level works to a committee made up of Design Faculty and Faculty from the area of concentration. This is a capstone course designed to prepare students for entrance into professional practice.  Measure: Student applies subject knowledge to conceptualize, develop, and complete professional work that answers project objectives.  Faculty Scores students on multiple aspects of production (conceptualizing, development, completion) and intent (project objective, audience, purpose and context) on a scale from 1 to 5.  **Data Collection:** Each Measure is scored on a 5 point scale.  **Scale:** 1 being unacceptable, 2 poor performance, 3 average, 4 good, 5 high/excellent  **Data Analysis:** Successful students will score a combined average of 3.5 or higher.  **Indirect Measure**:  Description: In Digital Innovations Portfolio, students complete an exit survey. Alumni survey every 3 years. |
| Assessment  Timetable | This is assessed in the GRFX 4793 capstone at the end of the program.  Year 1 (2020-2021) on a Two year cycle.  Fall Meeting: Assessment Committee reviews data;  Spring Meeting: Faculty reviews findings  Reports: (1) review scores on portfolio content  (2) discuss actions to be taken to improve results |
| Who is responsible for assessing and reporting on the results? | GRFX 4793 Faculty Committee  (membership includes digital design and concentration faculty) reporting to Department of Art and Design Assessment Coordinator |

|  |  |
| --- | --- |
| **Program-Level Outcome 2** | **SWABT apply the aesthetic skills required of a professional designer.** |
| Assessment Measure | **Direct Measure**:  Description: In Digital Innovations Portfolio, students make an oral presentation and defend their professional portfolio in real time with a committee of Faculty representing all areas of the program.  **Measure:** Student can evaluate his/her outcomes based on critical, ethical, and aesthetic issues.  Question: Choose one of the works (or series/campaigns) that you presented and explain why you believe this is the best solution to the problem in the context of contemporary critical, ethical, and aesthetic issues.  **Data Collection:** Written and Oral Answers scored on a 5 point.  **Scale:** 1 being unacceptable, 2 poor performance, 3 average, 4 good, 5 high/excellent  **Data Analysis:** Successful students will score a combined average of 3.5 or higher.  **Indirect Measure**:  Description: In Digital Innovations Portfolio, students complete an exit survey. Alumni survey every 3 years. |
| Assessment  Timetable | This is assessed in the GRFX 4793 capstone at the end of the program.  Year 2 (2021-2022) on a Two-year cycle.  Fall Meeting: Assessment Committee reviews data;  Spring Meeting: Faculty reviews findings  Reports: (1) review scores on oral defense, and  (2) discuss actions to be taken to improve results |
| Who is responsible for assessing and reporting on the results? | GRFX 4793 Faculty Committee  (membership includes digital design and concentration faculty) reporting to Department of Art and Design Assessment Coordinator |

**