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| For Academic Affairs and Research Use Only | |
| Proposal Number | LAC59 |
| CIP Code: |  |
| Degree Code: |  |

**New Emphasis, Concentration, Option, or Minor 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.

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| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Katherine Baker | 1/21/2022 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Temma Balducci | 1/21/2022 |   **Department Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (if applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 2/23/2022 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Carl M. Cates | 3/2/2022 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (if applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

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

Mindy Fulcher, Dept. of Art + Design, mfulcher@astate.edu, 870-761-2121

1. **Proposed Starting Date**

Fall 2022

1. **Title of degree program:**

Bachelor of Science in Digital Technology and Design

1. **Proposed name of new option/concentration/emphasis/minor:**

Digital Animation Emphasis

1. **Reason for proposed action that includes rationale, goals, and student population served:**

The Digital Technology and Design degree provides students a core education in Design Software Technology and Human Centered Design Theory combined with foundational programming logic. These skills develop students into creative problem solvers who also possess the necessary software skills to make an impact in a variety of Digital Technology and Design fields.  
We feel that there is a growing interest among students to learn about Animation, 3D Modelling, Motion Graphics and Visual Effects to become qualified for new careers within this emerging industry. We believe that this content would fit well within the Digital Technology and Design degree and attract new students to the University. This new concentration area will provide students with more advanced knowledge, skills and portfolios in the field of Animation, Computer Illustration and Time-Based Media. By providing students the ability to choose to specialize in a specific area of Digital Technology/Design, we develop stronger graduates who are better prepared for the career field.   
   
 **A-State: BS Digital Innovations (Game Design) needs assessment and marketing data provided by Academic Partnerships in support of this addition.**   
- BS in Digital Technology and Design - Animation conferrals decreased by -4% in the region from 1,300 in 2014 to 1,248 in 2018.   
- Employment for Animation related occupations in the region is projected to grow 16% from 2018 to 2028.   
- In the last 12 months, 144 Game Design related job openings were posted in the region.   
- Top 5 employers: Sinclair Broadcast Group, Nexstar Broadcasting Group, Content Titan, First Tennessee Bank, Kirkland's Incorporated.

1. **Provide the following:**
   1. Curriculum outline - List of courses in new option/concentration/emphasis/minor – Underline required courses

ART 3433, Digital Illustration   
ART 3523, 2D Animation and Graphics    
GRFX 3713, 3D Digital and Game Design   
GRFX 3753, Motion Graphics

* 1. Total semester credit hours required for option/emphasis/concentration/minor

12

* 1. Student demand (projected enrollment) for program option

10-25 per year

1. **Will the new option/emphasis/concentration/minor be offered:**
   1. **Traditional/Face-to-face** No
   2. **Distance/Online** Yes
      1. **If yes, indicate mode of distance delivery, and the percentage of courses offered via this modality (<50%, 50-99%, or 100%).**

100%

* + 1. **If online, will it be offered through Global Initiatives/Academic Partnerships (AP)?**

AOS

1. **Specify the amount of the additional costs required, the source of funds, and how funds will be used.**

If approved, AOS is planning to hire a new Animation Instructor to teach courses within this concentration area.

**Bulletin Changes**

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| **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. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*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.** |

**CURRENT**

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**Bachelor of Science (B.S.)**

|  |
| --- |
| Accounting |
| Biological Sciences (emphasis in):  —Biology  —Botany  —Pre-professional Studies  —Zoology |
| Biotechnology |
| Business Administration  —Sustainable Business Practices |
| Business Economics |
| Chemistry:  —Pre-Health Profession Studies |
| Clinical Laboratory Science |
| Communication Disorders |
| Information Systems and Business Analytics |
| Computer Science |
| Creative Media Production (emphasis in):  —Corporate Media  —Graphic Communication  —Sports Media |
| Data Science and Data Analytics |
| Dietetics |
| Digital Technology and Design (emphasis in):  —Digital Animation  —Game Design  —Graphic Communications  —Information Design  —Mobile Application Development  —Social Media Management  —Virtual Reality Production  —Web Design |
| Disaster Preparedness/Emergency Mgmt. |
| Environmental Science |
| Exercise Science |
| Finance (emphasis in):  —Banking  —Financial Management |
| Global Supply Chain Management |
| Health Promotion |
| Health Studies |
| Interdisciplinary Studies |

**p. 228**

The College of Liberal Arts and Communication offers a wide range of undergraduate degree programs including a Bachelor of Arts in Art (emphasis in Art History), Communication Studies (and emphases in Interpersonal, Organizational, and Public Communication), Criminology, ~~Digital Technology and Design,~~ English, History, Music (and concentration in Jazz Studies), Philosophy, Political Science, Sociology, Theatre (and emphases in Acting, Design and Technology, and Musical Theatre), and World Languages and Cultures (emphases in French, Global Studies, and Spanish); a Bachelor of Fine Arts in Art (emphases in Art Education and Studio Art) and Graphic Design (and emphasis in Digital Design); a Bachelor of Music (concentrations in Composition as well as Voice, Keyboard, and Instrumental Performance); a Bachelor of Music Education (concentrations in Instrumental and Vocal Music Education); a Bachelor of Science in Creative Media Production (emphases in Corporate Media, Graphic Communication, Media Ministry and Sports Media), Digital Technology and Design (emphases in Artificial Intelligence, Cloud Computing and Security Design, Digital Animation, Game Design, Graphic Communications, Information Design, Mobile Application Development, Social Media Management, Software Design and Development, Virtual Reality Production, Web Design, and Web Development), Multimedia Journalism, and Strategic Communication; and a Bachelor of Science in Education in English, Social Science, and World Languages and Cultures (emphases in French and Spanish). Most degree programs offer minors. Minors are also available in the following fields: African-American Studies, Children’s Advocacy Studies, Cognitive Science, Folklore Studies, French, German, History and Philosophy of Science and Technology, Interdisciplinary Family Studies, International Studies, Medieval Studies, Religious Studies, Spanish, Women and Gender Studies, and Writing Studies. A minor in Homeland Security and Disaster Preparedness is offered in partnership with the College of Nursing and Health Professions. The College provides an Associate of Applied Science degree in Law Enforcement and certificates in Android Application Development, Data Visualization and Information Design, Digital Humanities, Game Production and Development, Museum Studies, Nonprofit Communication, Social Media Management, Spanish for the Professions, Swift Coding, and Virtual Reality Content Design and Filmmaking. It also provides pre-professional advisement for law school as part of its Political Science, Philosophy, History, and Criminology majors.

**p. 237 Add (put emphases in alphabetical order)**

**Major in Digital Technology and Design**

**Bachelor of Science**

**Emphasis in Digital Animation**

A complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 47) |  |
| **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:**  *MDIA 1003, Mass Communications in Modern Society*  *PSY 2013, Introduction to Psychology*  *POSC 2103, Introduction to United States Government*  *Six hours from the following: ART 2503, Fine Arts-Visual, MUS 2503, Fine Arts- Music, THEA 2503, Fine Arts-Theatre* | **35** |
| **Digital Technology and Design Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| ENG 3023, Creative Writing | 3 |
| GRFX 1113, Design Literacy | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4773, Design Build | 3 |
| GRFX 4793, Digital Technology and Design Portfolio | 3 |
| ISBA 1503, Microcomputer Applications | 3 |
| ISBA 2033, Programming Fundamentals | 3 |
| PSY 3613, Cultural Psychology | 3 |
| **Sub-total** | **27** |
| **Emphasis in Digital Animation:** | **Sem. Hrs.** |
| ART 3433, Digital Illustration | 3 |
| ART 3523, 2D Animation and Graphics | 3 |
| GRFX 3713, 3D Digital and Game Design | 3 |
| GRFX 3753, Motion Graphics | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives (at least 18 hours must be upper level) | 43 |
| **Total Required Hours:** | **120** |

[Note: this core section already incorportes changes from a separate proposal.]

**PROPOSED**

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**Bachelor of Science (B.S.)**

|  |
| --- |
| Accounting |
| Biological Sciences (emphasis in):  —Biology  —Botany  —Pre-professional Studies  —Zoology |
| Biotechnology |
| Business Administration  —Sustainable Business Practices |
| Business Economics |
| Chemistry:  —Pre-Health Profession Studies |
| Clinical Laboratory Science |
| Communication Disorders |
| Information Systems and Business Analytics |
| Computer Science |
| Creative Media Production (emphasis in):  —Corporate Media  —Graphic Communication  —Sports Media |
| Data Science and Data Analytics |
| Dietetics |
| Digital Technology and Design (emphasis in):  —Digital Animation  —Game Design  —Graphic Communications  —Information Design  —Mobile Application Development  —Social Media Management  —Virtual Reality Production  —Web Design |
| Disaster Preparedness/Emergency Mgmt. |
| Environmental Science |
| Exercise Science |
| Finance (emphasis in):  —Banking  —Financial Management |
| Global Supply Chain Management |
| Health Promotion |
| Health Studies |
| Interdisciplinary Studies |

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**Bachelor of Science**

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|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 47)  A minimum of 45 hours of upper division credit (3000-4000 level) is required for this degree. |  |
| **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:**  *MDIA 1003, Mass Communications in Modern Society*  *PSY 2013, Introduction to Psychology*  *POSC 2103, Introduction to United States Government*  *Six hours from the following: ART 2503, Fine Arts-Visual, MUS 2503, Fine Arts- Music, THEA 2503, Fine Arts-Theatre* | **35** |
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