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

**NEW CERTIFICATE PROGRAM FORM**

(Also requires Arkansas Department of Higher Education (ADHE) approval)

**[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.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Shelley Gipson | 2/16/2021 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Temma Balducci | 2/16/2021 |   **Department Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (if applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 2/24/2021 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Gina Hogue | 2/25/2021 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (if applicable)** | |  |  | | --- | --- | | Alan Utter | 3/15/2021 |   **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. **Name of proposed Certificate Program (Program must consist of 6-21 semester credit hours):**

Virtual Reality Content Design and Filmmaking

1. **Proposed effective date:**

Fall 2021

1. **Reason for proposed program implementation:**

This new certificate will provide students with specialized skills and knowledge specific to Virtual Reality Content Design and Filmmaking.

1. **Provide the following:**
   * 1. Curriculum outline - List of courses in new program – Underline required courses
     2. GRFX 2233 Digital Game Production Design
     3. GRFX 2723 Virtual Reality Concepts
     4. GRFX 3723 Virtual Reality Filmmaking
     5. Total semester credit hours required for proposed program

9

* + 1. New courses and new course descriptions

Certificate consists of existing courses.

* + 1. Program goals and objectives

PSLO:

1. Students will learn to create VR content using industry standard technologies.
   * 1. Program goals and objectives
2. Student will utilize video equipment and editing tools to create, edit and publish VR videos.
3. Student will apply problem-solving strategies in relation to VR content creation.
   * 1. Documentation that program meets employer needs

Virtual Reality is an emerging field within Design and Technology. We feel this certificate would fill a need for students by providing them with a portfolio that demonstrates an in-demand 360-degree content creation skillset.  
  
**Marketing data/regional need provided by Academic Partnerships for BS Digital Innovations** (Virtual Reality Production):

* Conferrals for Animation, Interactive Technology, Video Graphics and Special Effects increased 1% from 2015 -2019 nationwide, with 2,267 conferrals in 2019
* Employment in Multimedia Designer/ Animator is expected to grow at a 8.4% growth rate nationwide from 2020-2030
* In the last 12 months, there were 7,251 Multimedia Designer/ Animator jobs posted nationwide.
* Top 5 employers: Accenture, Activision, Transvoyant LLC, Tribune Company and Blizzard Entertainment.   
  + 1. Student demand (projected enrollment) for proposed program

25-100 per year

* + 1. Program approval letter from licensure/certification entity, if required (attach)
    2. Name of institutions offering similar programs and the institution(s) used as model to develop proposed program
    3. Proposed program review date (within 10 years of program implementation)

Fall 2029

1. **Will this program 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% online

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

AOS

1. **Will this program be offered off-campus?**  No
   1. **If yes, identify the off-campus location**

**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. 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.** |

**Undergraduate Bulletin 2020-2021**

**CURRENT**

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# CERTIFICATE PROGRAMS

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\*These certificates are offered post-baccalaureate and require an earned BSRS degree.

|  |
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| Bone Densitometry |
| Cardiovascular-Interventional Technology\* |
| Computed Tomography |
| Corporate Media |
| Debate and Forensics |
| DIagnotics Medical Sonography\* |
| Digital Humanities |
| Emergency Medical Technician |
| Free Enterprise |
| Graphic Communication |
| Health Coaching |
| Information Technology |
| Leadership Studies |
| Mammography\* |
| Marketing Analytics |
| Media Ministry |
| Medical Imaging Informatics\* |
| Museum Studies |
| Neuropsychological Testing |
| Nonprofit Communication |
| Paramedic |
| Radiation Therapy\* |
| Radiologic Sciences Administration |
| Radiologic Technology\* |
| Social Media Management |
| Spanish for the Professions |
| Sports Production |
| Statistics |
| Swift Coding |
| Virtual Reality Content Design and Filmmaking |

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**College of Liberal Arts and Communication**

*Professor Carl M. Cates, Dean*

*Associate Professor Gina Hogue, Associate Dean*

**MISSION STATEMENT**

The mission of the College of Liberal Arts and Communication is to provide students and the region with innovative educational opportunities that will enable lifelong learning, professional leadership, and engaged lives.

Encompassing the areas of fine arts, humanities, media and communication, and social sciences, the College of Liberal Arts and Communication aims to:

* Provide excellent instruction to all students in the essential skills of oral communication, writing, critical thinking, and appreciation of their cultural heritage through the general education components of degree requirements;
* Create a dynamic transformative education experience to prepare students for their professional careers or further study and their roles as leaders in a global society;
* Promote an understanding and appreciation of diversity in all its various forms and the ways it can contribute to the enrichment of society;
* Expand diversity and global awareness by encouraging the study of languages and participation in international exchange programs;
* Enhance and promote faculty scholarly, creative, and professional development;
* Encourage interdisciplinary programs and collaborative research;
* Facilitate and develop outreach activities to enrich the minds and hearts of pre-collegiate students, alumni, and diverse communities of the Mississippi Delta Region and greater Arkansas.

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 Innovations, 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, and Sports Media), 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, Modern European 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 Digital Humanities, Museum Studies, Nonprofit Communication, Social Media Management, Spanish for the Professions, ~~and~~ 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.

The College of Liberal Arts and Communication grants a full range of masters’ degree (M.A., M.M., M.M.E., M.P.A., and M.S.E.) programs, several Educational Specialist degree (Ed.S.) programs, and an interdisciplinary doctoral degree (Ph.D.) program (Heritage Studies). For further information, see A-State’s Graduate Bulletin.

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**Certificate in Swift Coding**

*This certificate is not available to majors in BFA Graphic Design, Emphasis in Digital Design*

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| DIGI 2003, Introduction to Coding with Swift | 3 |
| DIGI 3003, Intermediate Coding with Swift | 3 |
| DIGI 4003, Advanced Studio in Swift Coding | 3 |
| **Total Required Hours:** | **9** |

**Certificate in Virtual Reality Content Design and Filmmaking**

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| GRFX 2233, Digital Game Production Design | 3 |
| GRFX 2723, Virtual Reality Concepts | 3 |
| GRFX 3723, Virtual Reality Filmmaking | 3 |
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**PROPOSED**

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| Marketing Analytics |
| Media Ministry |
| Medical Imaging Informatics\* |
| Museum Studies |
| Neuropsychological Testing |
| Nonprofit Communication |
| Paramedic |
| Radiation Therapy\* |
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