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| For Academic Affairs and Research Use Only |
| Proposal Number |  |
| 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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| Shelley Gipson | 2/16/2021 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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| Temma Balducci | 2/16/2021 |

**Department Chair** |

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**Head of Unit (if applicable)**   |
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| Warren Johnson | 2/24/2021 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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| Gina Hogue | 2/25/2021 |

**College Dean** |

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**Graduate Curriculum Committee Chair** |
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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**General Education Committee Chair (if applicable)**   |

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| 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. **Proposed Starting Date**

Fall 2021

1. **Title of degree program:**

Digital Innovations [request pending to rename program Digital Technology and Design

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

Virtual Reality Production

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

This new concentration area will provide students with advanced knowledge and technical skills in Virtual Reality Production. Virtual Reality is an emerging field within Design and Technology. We feel this concentration would benefit students entering the career field 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.
**Goals:** to produce graduates with specialized skills (eg. Virtual Reality/Augmented Reality, Adobe Premiere video editing/production, videography, and 3D animation) to obtain introductory jobs in the career field.
**Student population served:** AOS Digital Innovation majors (Courses in the concentration could be taken as electives by BFA students, or any other student from any major.)

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

 **Virtual Reality Production Concentration – 12 hours**

GRFX 2233 Digital Game Production Design

GRFX 2723  Virtual Reality Concepts

GRFX 3723  Virtual Reality Filmmaking

GRFX 4723  Virtual Reality Design and Development

* 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.**

Adjunct cost would be $2000-$3500 per class, if needed, paid for by AOS.

**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.**  |

**Undergraduate Bulletin 2020-2021**

**CURRENT**

**p. 62 (as modified by 2020U\_LAC97-102)**

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| --- |
| 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 |
| Computer and Information Technology |
| Computer Science |
| Creative Media Production (emphasis in):—Corporate Media—Graphic Communication—Sports Media |
| Dietetics |
| Digital Innovations (emphasis in):* Game Design
* Graphic Communications
* Mobile Application Development
* Social Media Management
* Virtual Reality Production
* Web Design
 |
| Disaster Preparedness/Emergency Mgmt. |
| Environmental Science |
| Exercise Science |

**insert after p. 221**

Major in Digital Innovations

**Bachelor of Science Concentration in Virtual Reality Production**

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

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| **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. 78)**Students with this major must take the following:***CMAC 1003, Mass Communication**PSY 2103, Introduction to Psychology**POSC 2103, Introduction to US Government**- Students choose two of the following: (ART 2503 Fine Arts Visual, MUS 2503 Fine Arts – Music, THEA 2503 Fine Arts - Theatre)* | **35** |
| **Digital Innovations Requirements:**Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| GRFX 1113, Design Literacy | 3 |
| GRFX 2783, Human Centered Design | 3 |
| CS 1114, Concepts of Programming | 4 |
| ENG 3023, Creative Writing | 3 |
| PSY 3613, Cultural Psychology | 3 |
| GRFX 4773, Design Build I | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4793, Digital Innovations Portfolio | 3 |
| **Sub-total** | **25** |
| **Concentration in Virtual Reality Production:** | **Sem. Hrs.** |
| GRFX 2233, Digital Game Production Design | 3 |
| GRFX 2723, Virtual Reality Concepts | 3 |
| GRFX 3723, Virtual Reality Filmmaking | 3 |
| GRFX 4723, Virtual Reality Design and Development | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **45** |
| **Total Required Hours:** | **120** |

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**PROPOSED**

**p. 62**

|  |
| --- |
| 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 |
| Computer and Information Technology |
| Computer Science |
| Creative Media Production (emphasis in):—Corporate Media—Graphic Communication—Sports Media |
| Dietetics |
| Digital Innovations (emphasis in):* Game Design
* Graphic Communications
* Mobile Application Development
* Social Media Management
* Virtual Reality Production
* Web Design
 |
| Disaster Preparedness/Emergency Mgmt. |
| Environmental Science |
| Exercise Science |

**insert after p. 221**

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| **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. 78)**Students with this major must take the following:***CMAC 1003, Mass Communication**PSY 2103, Introduction to Psychology**POSC 2103, Introduction to US Government**- Students choose two of the following: (ART 2503 Fine Arts Visual, MUS 2503 Fine Arts – Music, THEA 2503 Fine Arts - Theatre)* | **35** |
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| **Total Required Hours:** | **120** |

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