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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** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 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. **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:**

Information Design

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

This new concentration area will provide students with specialized design and technical skills in Visual Information Design. We feel this concentration would benefit students entering the career field with a portfolio that demonstrates an in-demand visual design skillset.  
**Marketing data/regional need provided by Academic Partnerships for BS Digital Innovations (Information Design):** Design conferrals were flat from 2015-2019, with 1790 conferrals in the region in 2019.  
- Employment in Graphic Design/ Desktop Publishing is expected to grow at a 12.4% growth rate from 2020-2030  
- In the last 12 months, there were 1,662 Graphic Design related job openings posted in the region.  
- Top 5 employers: Kalo, FastSigns, CBRE, Magellan Health and University of Arkansas   
**Goals:** to produce graduates with specialized skills (eg. Communication, Presentation, Organization, Information Design, Graphic Design, Adobe Illustrator) to obtain introductory jobs in the career field.  
**Student population served:** AOS Digital Innovation majors. (Courses in the concentration could also 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

**Information Design Concentration** – 12 hours

1. MDIA 3323 Media Analytics and Data Visualization (course included by permission of Dr. Mary Jackson Pitts, School of Media and Journalism)
2. GRFX 2103 Ideation
3. GRFX 3613 Information Design
4. GRFX 4213 Interactive Infographics
   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)**

|  |
| --- |
| 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 * Information Design * Mobile Application Development * Social Media Management * Web Design |
| Disaster Preparedness/Emergency Mgmt. |
| Environmental Science |
| Exercise Science |

**insert after p. 221**

Major in Digital Innovations

**Bachelor of Science Concentration in Information Design**

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 Information Design:** | **Sem. Hrs.** |
| MDIA 3323, Media Analytics and Data Visualization | 3 |
| GRFX 2103, Ideation | 3 |
| GRFX 3613, Information Design | 3 |
| GRFX 4213, Interactive Infographics | 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 * Information Design * Mobile Application Development * Social Media Management * Web Design |
| Disaster Preparedness/Emergency Mgmt. |
| Environmental Science |
| Exercise Science |

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