

Abilene Approval Chart for Curriculum Changes

A = Approve I = Information Item R = Respond in Writing

Course Number _____ or Degree Plan(s) BS - UX Track

State the requested change and reason. A memo may be attached if more space is necessary.

All materials are attached requesting the addition of a new track in the department of art and design.

Indicate the requested change.

	Change to a Course	Dept./School ¹	College	Dean	TEC	UGEC	AUAC/Grad	Provost	President
1.	Title (description unchanged)	A	A	A	I	–	I	I	I
2.	Description (not affecting content)	A	A	A	I	–	I	I	I
3.	Course term(s)	A	I	A	I	–	I	I	I
4.	Content (change of course outcomes)	A	A	A	I	–	I	A	I
5.	Number of hours (lecture, lab, contact)	A	A	A	A	–	A	A	I
6.	Course number within the hundred	A	A	I	I	–	I	I	I
7.	Course number beyond the hundred	A	A	A	A	–	A	A	I
8.	Prerequisites	A	A	A	I	–	I	I	I
9.	Course fee(s)	A	–	A	–	–	–	A	I
10.	From U to G <i>or</i> G to U	A	A	A	A	–	A	A	I
11.	Cross-list course	A	A	A	A	–	A	A	I
12.	Department of record	A	A	A	A	–	A	A	I
13.	Close a course	A	A	A	A	–	A	A	I
14.	New course (includes combining or splitting courses)	A	A	A	A	–	A	A	I

A = Approve I = Information Item R = Respond in Writing

	Change to the University Requirements (All Campuses)	Dept./School¹	College	Dean	TEC	UGEC	AUAC/Grad	Provost	Faculty	President	Trustees
1.	University Requirements — Change course outcomes of an included course ²	A	A	A	–	A	–	A	–	A	–
2.	University Requirements — Add or drop a required course from the University Requirements ²	A	A	A	–	A	–	A	A	A	–
3.	University Requirements — Add or drop a course from a menu within the University Requirements ²	A	–	–	–	A	–	A	–	A	–
4.	University Requirements — Change hours within a menu in the University Requirements ²	A	A	A	–	A	–	A	A	A	–
	Change to Catalog Information (for Campus)										
1.	General Requirements for Bachelor's Degrees and Associate's Degrees	–	–	–	–	–	A	A	A	A	–
2.	Policies governing academic probation and suspension	–	–	–	–	–	A	A	A	A	–
3.	Requirements for graduating with honors	–	–	–	–	–	A	A	A	A	–
	Change to a Degree Plan Proposed by Faculty or College										
5.	Educational Program — Revise ³	A	A	A	A	–	A	A	–	A	–
6.	Educational Program — Adopt/change admission requirements	A	A	A	A	–	A	A	–	A	–
7.	Educational Program — Add ³	A	A	A	A	–	A	A	A	A	I
8.	Educational Program — Discontinue	A	A	A	A	–	A	A	A	A	I
9.	GPA — Revise program-required GPAs	A	A	A	A	–	A	A	–	A	–
10.	Minor — Revise	A	A	A	I	–	I	I	–	I	–
11.	Minor — Add	A	A	A	A	–	A	A	–	A	–
12.	Minor — Discontinue	A	A	A	A	–	A	A	–	A	–
13.	Degree — Add	A	A	A	A	–	A	A	A	A	I
14.	Degree — Discontinue	A	A	A	A	–	A	A	A	A	I
	Change to a Degree Plan Proposed By Provost										
15.	Educational Program — Discontinue	R	–	R	A	–	A	A	A	A	I
16.	Minor — Discontinue	R	–	R	A	–	A	A	–	A	–
17.	Degree — Discontinue	R	–	R	A	–	A	A	A	A	I

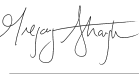
¹ When an academic unit does not have a council, the UGEC and/or UUAC will serve as its academic council, depending on the nature of the issue.

² Courses that satisfy ACU's University Requirements will normally have lower-level numbering, be free of prerequisites and co-requisites, appeal to more than one or two majors, and "not narrowly focus on those skills, techniques, and procedures specific to a particular occupation or profession" (SACS 2.7.3). Departments may request exceptions to the first three criteria.

³ For undergraduate majors, a minimum of 30 hours is required. These programs must have a minimum of 6 elective hours, unless the requirements of external accrediting bodies make it impossible.

Department/School Chair(s)	
	01-17-2023
Signature	Approval date
Signature	Approval date

College Academic Council(s)	
	Jan 26, 2023
Signature	Approval date
Signature	Approval date

Dean(s)	
	Jan 26, 2023
Signature	Approval date
Signature	Approval date

Teacher Education Council	
Chair's signature	Approval date

University General Education Council	
Chair's signature	Approval date

Abilene Undergraduate Academic Council	
Chair's signature	Approval date

Graduate Council	
Chair's signature	Approval date

Provost	
Signature	Approval date

Faculty	
Chair of Faculty Senate	Approval date

President	
Signature	Approval date

New Track or Minor Application Instructions

Use this template to propose a new track of an existing degree program or an undergraduate minor. For a certificate or new degree program, either undergraduate major or graduate degree, use the New Program Application.

Preparation and Formatting: Use the following outline format and number the pages. Complete sections 1 (Program Identification) through 5 (Required Institutional Support). The applicant is welcome to consult with the respective dean and the associate provost for curriculum and assessment to clarify questions and shape the proposal.

Submission: When sections 1 through 5 are complete, send the application to the associate provost for curriculum and assessment for initial review and development. Once the proposal has been updated and completed in response to feedback, assemble the required supporting documentation and begin the approval process outlined by the Approval Chart for Curriculum.

A schedule for approval of any new courses required for the program will be set individually with the unit in the initial review stage by the provost's office.

Information Availability: The full application will be sent forward for the approval process. The dean's office and provost's office will remove Section 5 (Required Institutional Support) and, if applicable, financial information from Section 6 (Additional Information Required for Substantive Changes), from materials shared with academic councils.

New Track Application

1. Program Identification

- A. Title of track or minor
BS Graphic Design User Experience Track
- B. Identify as track or minor
Track
- C. Home department or unit (and associated degree program, if track)
Art and Design Department
- D. Developer(s) and credentials
Mike Wiggins
Rank: Full Professor
- E. Where program will be offered and delivery method
Abilene campus, residential

- F. Proposed date of implementation
Fall of 2023

2. Program Details

A. Description. Summarize this course of study in 50 to 200 words.

The new track will be named Graphic Design, User Experience, BS, and will be an additional track related to our Graphic Design, Advertising, BS (ARTC) degree.

The goal of this course of study is intended to prepare graphic design students for entry-level positions as user experience (UX) designers. In practice, our two graphic design degrees have been preparing students for UX positions for many years. This degree is intended to formalize and strengthen that effort. In fact, one of our graphic design alumni is currently teaching a UX research course as an adjunct for the School of Information Technology and Computing.

User experience (UX) design is typically thought of as the process designers follow to deliver digital products to end users. Digital products include all forms of websites, mobile, tablet and desktop applications. The UX designer works with engineers and digital product managers to deliver software that functions well for its intended audience. If the users experience is confusing, misleading, or unpleasant it is the job of the UX designer to resolve this.

B. Description of target audience.

The target audience of this degree are students interested in graphic design but have a focused interest in the design of websites and software applications for desktop, tablet, and/or mobile devices.

C. Projected total enrollment for each of the first five years.

2-5 students per cohort to begin with. That's 10 to 25 percent of the cohort.

3. Rationale and Need for Program

A. Mission fit. How does the course of study fit with the university's mission to educate students for Christian service and leadership throughout the world? How does the course of study fit with the university's current strategic plan or emphases?

This degree connects with ACU's mission most directly in preparing students for "leadership throughout the world." Graphic designers historically have not been leaders in product development. For example, if a chemical company is selling a new cleaning product the graphic design team would be brought in toward the end of the process in partnership with the marketing team to design the visual look of the packaging (what consumers see when they find the product on store shelves) and advertising (what consumers see in coupons and advertising). In contrast, when a bank is developing a new mobile application (phone app) to walk consumers through applying for a home mortgage they bring UX designers in at the very beginning of that process as part of the leadership team. They do this because designers are trained in how users process visual information. The goal of the designer is to present information in clear, digestible, and enjoyable ways.

When you think of contemporary culture it is difficult to overestimate the dominance of digital products in shaping our world. Companies like Google, Instagram, Facebook, Uber and Airbnb have a dramatic impact on the daily lives of significant numbers of people. The UX designer plays a leadership role in the development of the products these companies produce.

In 2015 CNN Money named UX (User Experience) Design 14th on it's 'Best Jobs in America' list and estimates an 18% growth rate over the next 10 years. The U.S. Bureau of Labor Statistics stated the job outlook for digital designers "is projected to grow 23 percent from 2021 to 2031, much faster than the average for all occupations."

Beginning around 2012 we started seeing 10 to 20 percent of our graphic design graduates being hired as UX Designers. Representatives from USAA began visiting our department annually, reviewing portfolios and at times hiring multiple graduates per cohort. Dialexa is another firm that has repeatedly hired graduates into UX positions and has a very strong ACU alumni presence within the company. Dialexa employs over 100 UX designers and was recently acquired by IBM.

The addition of this degree will send a signal to these employers that we are serious about continuing to prepare students for this industry. User Experience has been and will continue to be the highest growth area within the graphic design discipline for the foreseeable future. This discipline is relatively young and with that comes changing processes, standards, and best practices. It is important that we lay the foundation of this degree now so that it can evolve along with the discipline. I believe ACU is uniquely positioned to successfully deliver a degree in this field.

This is a discipline ACU must cultivate, nurture and grow if it is serious about its mission to educate for Christian leadership in areas that are truly shaping our world.

B. Societal need. What gaps does this program fill? You can consider needs of an informed citizenry, practical needs of society, vocational connections of potential students, or other factors.

As stated in the answer to question A in this section, I believe preparing students to lead in this discipline is preparing them to lead in a field that is shaping contemporary culture in dramatic ways.

C. Prospective student interest. Share any data from your discipline that shows student demand for the program. Is the program likely to draw students who are already at ACU, or will it draw new students to the university? Whom should we recruit, and with whom will we compete for students?

I believe it has the potential to draw a few new students currently but not a dramatic number. Because this is a relatively new discipline high schoolers are not aware of its existence. Currently, the demand for this track is coming from the employer side. I speak regularly with employers within and outside of the state who are interested in hiring our students. For many years major employers like USAA have visited our department in recruiting efforts. Having a formal name attached to a track will serve as evidence of our commitment to this discipline.

In years to come, I believe we will see more significant numbers of new students due to this track. In addition, having a named track will serve in educating prospective students about this as a potential career path.

While I don't think salaries should be the single driving force in career decision-making, with the rising costs of higher education it's rational for it to be a consideration. UX Design positions start between \$55k and \$72k. With 3 to 5 years of experience, it is common for alumni to be making well above \$100k.

D. Disciplinary benchmarking. How does this program curriculum compare to other programs in your discipline? Which Texas universities already offer this program? You may also note other peer institutions that offer the program.

I currently know of only two Texas universities offering degrees focused on preparing students for careers in the field of User Experience. Below is a summary of my research:

- UNT: BFA with a concentration in UX
- UTA (Austin): UX degree within informatics degree
- Texas Tech: Certificate Program
- TCU: Extended education program in UX
- Rice: 24-week Bootcamp in UX
- SMU: Certificate program
- Baylor: No program
- LCU: No program
- University of Houston: No program
- University of Incarnate Word: No program

Because the discipline is so new and so few universities are offering degrees defined as UX, it is difficult to compare curriculum. There simply aren't standards. I am confident that our program will put an emphasis on visual design and branding. This is a current distinctive of our program due to the fine art and visual design courses students are required to take. This makes our graduates particularly attractive to organizations with strong visual brands and positions our students for leadership design positions in startups and companies in the rebranding process.

In addition, comparing our curriculum with a school like the University of North Texas is also problematic. For example, North Texas has the capacity to offer and require 18 graphic design-specific courses for their graphic design degree. By contrast, we can only offer 9 courses. With that said, the portfolios of our students compare very favorably with students from UNT but it requires different approaches and strategies to curriculum development.

[UNT is currently requiring](#) 8 courses that are primarily focused on UX whereas we will be requiring 4-6 depending on how you interpret "primarily focused". For example, an introductory programming class may not directly address user experience design on a daily basis but it will strongly support the skills needed in the discipline when combined with the skills and knowledge gained in other courses.

4. Curriculum

- A. **Course of study.** For tracks, this will include the list of courses required in addition to the existing degree core. For minors, it includes all courses included in the program. For minors, please see [catalog requirements](#).

Major Requirements

Art

- ART 105 - Two-Dimensional Design Credit Hours: 3
- ART 106 - Three-Dimensional Design Credit Hours: 3
- ART 111 - Basic Drawing Credit Hours: 3
- ART 112 - Figure Drawing I Credit Hours: 3
-

- ART 341 - Painting I Credit Hours: 3
- or
- ART 347 - Plein Air Painting Credit Hours: 3
-
- ART 351 - Typography I Credit Hours: 3
- ART 352 - Typography II Credit Hours: 3
- ART 353 - Identity and Brand Design I Credit Hours: 3
- ART 358 - Interactive Design I Credit Hours: 3
- ART 453 - Identity and Brand Design II Credit Hours: 3
- ART 454 - Information Graphics Credit Hours: 3
- ART 455 - Persuasive Graphics Credit Hours: 3
- ART 456 - Graphic Design Portfolio Credit Hours: 3 (capstone course)
- ART 458 - Interactive Design II Credit Hours: 3
- 3 hours of two and/or three-dimensional studio (ART 200-499) Credit Hours: 3

Total: 45 Credit Hours

User Experience Track

- CS 115 - Introduction Programming Using Scripting
- ITC 125 - Introduction to Human-Computer Interaction*
- CS 330 - Human- Computer Interaction
- 3 hours of two and/or three-dimensional studio (ART 200-499) Credit Hours: 3
- *Hours fulfill General Education requirements and are not reflected in the total.

Choose 1 of the following courses:

- CS 116 - Scripting for Analytics
- IT 325 - Web Application Development
- ITC 250 - History of Computing
- IT 263 - Analytics 2: Data Management and Visualization

Total: 12 Credit Hours

Supplement for Major

- ART 221 - Art History: General Survey I Credit Hours: 3
- ART 222 - Art History: General Survey II Credit Hours: 3
- ART 423 - Art History: 20th Century Credit Hours: 3 (capstone and writing-intensive course)

**Hours may also fulfill university requirements and are not included in total major hours*

Total: 9 Credit Hours

Electives

Minimum - 8 Credit Hours

Total Major Hours: 74

- B. Courses. Create a table that shows for each course:
1. Rotation and frequency (e.g., fall odd years)
 2. Whether the course is required or on a menu
 3. Which track(s) the course serves, if applicable
 4. Program outcomes that the course serves
 5. Current faculty credentialed to teach

All courses are existing and regularly offered for other programs.

- C. New courses. For new courses included in the program/major requirements, list:
1. Course title and description
 2. Existing programs in which the courses will also be used, if applicable
 3. Curriculum approval schedule will be negotiated with the provost's office during initial review

5. Required Institutional Support

- A. Faculty requirements and availability. Show instructors for a full cycle of curriculum delivery using current faculty members, new faculty members, and anticipated use of part-time faculty.
1. **Describe the new program's impact on faculty workload in the home department or unit. Your narrative should provide supporting evidence that the number of full-time faculty members will be adequate to support the program.**

This track will not require any new institutional support or changes to current faculty teaching schedules in either department. With the creation of this track, I do not anticipate increased numbers of new incoming students beyond 1 to 3 students per year. I do anticipate this track pulling 3-5 students from our current cohort of graphic design majors. In my estimation, it would result in 3-8 additional students annually enrolling in CS and ITC courses. Based on discussions with John Homer, the chair of the department, we do not anticipate any problems with accommodating those numbers in current offerings. As mentioned above, the impact on art and design would be minimal with an estimated additional enrollment of 1-3 students annually at this point.

2. If program delivery requires a faculty hire, provide an expected salary range and forecast potential faculty availability.
3. If the plan includes part-time instructors, include total cost per year for adjunct pay.

B. Impact on existing programs. Identify any existing programs/majors from which the new program would draw students and estimate enrollment effects on existing programs in the home department or other departments.

This track will likely take 3-5 students total from our two graphic design degrees (BFA in Graphic Design and BS in Graphic Design, Advertising). Currently, we have approximately 8-11 student in each of those programs totaling 18-24 in the graphic design cohort.

C. Staff requirements. Indicate need for new staff (providing expected salary range and forecast suitable applicant availability) and evaluate effect on existing loads of current staff who will serve the program.

None.

D. Library resources. Identify discipline-specific library resources necessary to serve the requirements of the program. These may be existing holdings and services and new ones.

- 1. Describe how faculty and students will access information electronically and on site, and explain how they will receive instruction about how to do this.**

Because no new courses will be required I do not anticipate changes in library needs.

2. Describe requirements to support students in their access to and use of learning resources.

Because no new courses will be required I do not anticipate changes to in how students will access and use learning resources.

E. Physical resources. Identify needs for classroom, lab, and office space and impacts on existing space use. List necessary equipment. Provide costs for any construction or equipment.

No new classroom needs required

F. Scholarships. Will the unit provide any unique scholarships to students in the program?

No

G. Recruiting. To whom should the degree be marketed? What additional recruiting beyond general recruiting to the university will be needed, and what costs will we incur?

No new recruiting is equired.

H. Additional cost to deliver program. Total expenses from sections A to H. Clarify which expenses are one-time and which are ongoing.

None

When sections 1-5 are complete, please submit to the associate provost for curriculum and assessment for initial review and development. Section 6 is not required for all applications; you will learn whether it's required for your program during initial review.

 12.9.22

Associate Provost for Curriculum and Assessment Date

purposes.


SACSCOC Liaison


Date

1. Identify jobs that graduates would be qualified to pursue.
2. Use official databases to establish the job market for graduates of the program. Use the U.S. Bureau of Labor Statistics and Texas Workforce Commission; other sources that may be helpful are authorities on regional labor markets (e.g., metropolitan Chambers of Commerce) and current industry reports.
3. Use the crosswalk document provided by IPEDS to take your previously identified CIP code and find the associated occupations in the Standard Occupational Classification system provided by the Bureau of Labor Statistics. Use the associated SOC number to find entry-level and mean wages in that field in Texas from the Texas Workforce Commission (Texas Wages — Wages by Workforce Development Area).

11

- C. Describe financial resources available to support the new program, including a budget for the first year of the program; projected revenues, expenditures, and cash flow; amount of resources going to external institutions or organizations contracted to provide support services for the program; the operational, management, and physical resources available for the change.
- D. Provide contingency plans in the event required resources do not materialize.

All applications are required to include Section 7. Please compile this documentation **after** the initial review by the provost's office.

7. Supporting Documentation

- A. Approval Chart for Curriculum Changes
- B. Memo of support from the department chair of each department outside the home department that will provide a course for the program.
- C. When the new program application is complete, provide the full proposal to the following individuals for review. Each will provide a memo to attach to the proposal.
 - 1. Dean of the library for library resources review.
 - 2. Dean of the college of the program for a statement of commitment to the items in Required Institutional Support.

Updated 9/1/2022

Abilene Christian University
College of Arts and Sciences
Box 29210
Abilene, Texas 79699



To: Jessica Smith
From: Greg Straughn
Date: November 1, 2022
Re: Dean Support for UX track

I am happy to lend my support to the Department of Art and Design's proposal for a new User Experience (UX) track within their BS Graphic Design degree program. The emphasis on creating an intentionally interdisciplinary degree will draw students who have a wide range of interests. Data shows that this is a continually expanding field with many job opportunities for students upon completion.

The partnerships that have been forged with faculty from the School of Information Technology and Computing have shown a willingness to support the UX track. This is clear in their acknowledgment of the availability of seats to serve potential students. I am grateful for that support and encouraged by the collaboration.

I discussed the assessment burden on faculty, and departmental representatives were able to see how this could be done efficiently given the present staffing levels. Indeed, I appreciate the faculty's attention to creating a new track that will not tax the resources of faculty and staff within the department while also providing a relevant, attractive, and interesting field of study to current and prospective students. I believe this will provide a modest growth opportunity for the department and am supportive of it moving forward.

ABILENE CHRISTIAN UNIVERSITY

LIBRARY

M E M O R A N D U M

DATE: January 17, 2023
TO: Mike Wiggins
FROM: Mark McCallon, Associate Dean for Library Services
RE: BS Graphic Design User Experience Track

After reviewing the new track application, the library can support the proposed track. Please contact your librarian liaison, Erica Pye (expl0a@acu.edu), if additional library resources are needed for the track. Thank you for the opportunity to evaluate the new track application.

SCHOOL OF INFORMATION TECHNOLOGY AND COMPUTING

M E M O R A N D U M

DATE: October 31, 2022
FROM: John Homer, Director for SITC
RE: Proposed track for User Experience in BS, Graphic Design

The Department of Art and Design is proposing a new User Experience (UX) track for their BS, Graphic Design degree plan (GD/UX). The interdisciplinary field of UX work draws from both design and technology principles and practices. This is a growing field with strong opportunities for graduates and is likely to draw new students into the university.

Faculty from the School of Information Technology and Computing (SITC) have been consulted through the development of this proposal. We support the creation of this track and believe this to be beneficial to current and prospective students. We note that SITC courses are included in the track requirements and attest that seats will be available in these courses for students following the GD/UX track.

We reasonably expect that this will be a growth area for the Department of Art and Design, and hope to see expanded opportunities for continued interdisciplinary work, both in shared courses and collaborative scholarship, between SITC and Art & Design.