

ACADEMIC AFFAIRS COUNCIL

AGENDA ITEM: 3 – D (6)

DATE: October 5, 2016

SUBJECT: New Certificate: USD Undergraduate Certificate in Web Design

The University of South Dakota (USD) requests authorization to offer an undergraduate certificate in Web Design. The certificate should appeal to students interested in graphic design, media studies, and business careers. Graduates would acquire skills in graphics, typography, design, and related web design skills. The US Bureau of Labor Statistics projects national growth of 27% for web designers through 2024. The certificate does not require the creation of any new courses and consists of 12 credit hours.

USD is requesting authorization to offer the certificate at University Center-Sioux Falls.

RECOMMENDED ACTION

Move forward. Provide comments and concerns to Board office.



SOUTH DAKOTA BOARD OF REGENTS ACADEMIC AFFAIRS FORMS

New Certificate

UNIVERSITY:	USD
TITLE OF PROPOSED CERTIFICATE:	Web Design
INTENDED DATE OF IMPLEMENTATION:	Fall 2017
PROPOSED CIP CODE:	50.0409
UNIVERSITY DEPARTMENT:	Art
UNIVERSITY DIVISION:	College of Fine Arts

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Elizabeth M. Freeburg

5/9/2016

Institutional Approval Signature

Date

President or Chief Academic Officer of the University

- 1. Is this a graduate-level certificate or undergraduate-level certificate (place an "X" in the appropriate box)?**

Undergraduate Certificate Graduate Certificate

- 2. What is the nature/purpose of the proposed certificate?**

A 12-credit certificate in web design provides the students an additional set of skills in the job market through courses, which provide conceptual thinking skills, combined with technical skills in industry software (i.e. graphics, photo manipulation, digital painting, typography, text flow, and front end design and code). Student can develop a body of creative works that can be added to their portfolio for a number of job applications.

- 3. Provide a justification for the certificate program, including the potential benefits to students and potential workforce demand for those who graduate with the credential.¹**

The field of Web Design is projected to grow 27 percent from 2014 to 2024, much faster than the average for all occupations.² Demand will be driven by the growing popularity of mobile devices and ecommerce. USD has a successful major in Graphic Design with web design classes already offered in the Department of Art. There are also many students from outside of the Art department taking web design classes, from departments like Media and Journalism and Business. Most of these students do not need an Art Minor, which consists of 24 credit hours and additional drawing and basic design classes at USD.

¹ For workforce related information, please provide data and examples; data sources may include but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc.

² <http://www.bls.gov/ooh/computer-and-information-technology/web-developers.htm>

4. Who is the intended audience for the certificate program (including but not limited to the majors/degree programs from which students are expected)?

Students pursuing degrees outside of the BFA in Graphic Design. This may include students in the BFA Art Program and/or students outside of the Art Department, including Business majors who need to develop a website for their market, Media and Journalism students who need to create or update blogs for their job, or Computer Science majors who need design skills to improve their web development.

5. List the courses required for completion of the certificate in the table below (if any new courses are proposed for the certificate, please attach the new course requests to this form):³

Prefix	Number	Course Title <i>(add or delete rows as needed)</i>	Credit Hours	New (yes, no)
ARTD	205	Digital Design	3	No
ARTD	215	Typography	3	No
ARTD	325	Digital and Web Design I	3	No
ARTD	425	Digital and Web Design II	3	No
Subtotal			12	

6. Complete the following charts to indicate if the university intends to seek authorization to deliver the entire certificate at any off-campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or intends to seek authorization to deliver the entire certificate through distance technology (e.g., as an on-line program)?⁴

	Yes/No	<i>If Yes, list location(s), including the physical address</i>	<i>Intended Start Date</i>
Off-campus	Yes	University Center-Sioux Falls 4801 N Career Avenue, Sioux Falls, SD 57107	Fall 2017
	Yes/No	<i>If Yes, identify delivery methods</i>	<i>Intended Start Date</i>
Distance Delivery	No		Click here to enter a date.

³ Regental system certificate programs typically are a subset of the curriculum offered in degree programs, include existing courses, and involve 9-12 credits for completion. Deviations from these guidelines require justification and approval.

⁴ The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.