



**SOUTH DAKOTA BOARD OF REGENTS  
ACADEMIC AFFAIRS FORMS**

**Institutional Substantive Program Modification Requests**

**Institution:** Dakota State University **Date:** 4-7-21

Institutional representatives should provide direct links to PDF documents for each of the program modification requests represented below. All requests should be posted on the campus Curriculum and Instruction website one week prior to the Academic Affairs Council meeting where the program modification request is being considered.

<i>Program Title</i>	<i>Approval Date</i>	<i>Approval</i>
<a href="#">BS Digital Arts and Design</a>	5/26/21	JL
<a href="#">Speech Communications-Theatre Minor</a>		--

Program modifications referenced above for approval have been reviewed by the Academic Affairs Council and the System Vice President for Academic Affairs and may be advanced forward for entry in the student information system. For those program modifications listed above that did not receive approval, additional clarification or justification will be necessary and should be re-routed through the review process on a separate “Institutional Substantive Program Modification Requests” form once all issues have been resolved.

**Signature: System Vice President for Academic Affairs**

5/26/2021

**Date**



SOUTH DAKOTA BOARD OF REGENTS  
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Substantive Program Modification Form

Use this form to request minor changes in existing programs (majors, minors, certificates, or specializations).

Table with 2 columns: Field Name and Value. Fields include UNIVERSITY (DSU), CURRENT PROGRAM TITLE (Digital Arts and Design, B.S.), CIP CODE (11.0803), UNIVERSITY DEPARTMENT (Fine and Applied Arts), BANNER DEPARTMENT CODE (DFAA), UNIVERSITY DIVISION (College of Arts and Sciences), and BANNER DIVISION CODE (8A).

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.

Vice President of Academic Affairs or  
President of the University

3/23/2021

Date

1. This modification addresses a change in (place an "X" in the appropriate box):

- Checkboxes for: Total credits required within the discipline, Total credits of elective course work, Program name, CIP Code, Total credits of supportive course work, Total credits required for program, Existing specialization, Other (explain below).

2. Effective date of change: 8/9/2021

3. Program Degree Level (place an "X" in the appropriate box):

- Associate, Bachelor's, Master's, Doctoral with checkboxes.

4. Category (place an "X" in the appropriate box):

- Certificate, Specialization, Minor, Major with checkboxes.

**5. If a name change is proposed, the change will occur (place an “X” in the appropriate box):**

- On the effective date for all students
- On the effective date for students new to the program (enrolled students will graduate from existing program)

**Proposed new name:** \_\_\_\_\_

*Reminder: Name changes may require updating related articulation agreements, site approvals, etc.*

**6. Primary Aspects of the Modification (add lines or adjust cell size as needed):**

Current Curriculum				New Curriculum			
Pref.	Num	Title	Cr. Hrs.	Pref.	Num	Title	Cr. Hrs.
General Education			30	General Education			30
<del>All majors must take ART 121 as part of the System-wide General Education requirements. Students who choose the Production Animation Specialization must also take THEA 131.</del>				Students in the Computer Graphics Specialization and the Production Animation Specialization must take ART 121 as part of the System wide General Education Requirement.			
Major Core Requirement			45	Major Core Requirement			12
ART	111	Drawing I	3				
ARTD	185	Intro to Animation	3				
ARTD	280	Digital Photography I	3				
ARTD	282	2D Design on Computer I	3				
CSC	105	Introduction to Computers	3	CSC	105	Introduction to Computers	3
DAD	110	Introduction to Digital Arts & Design	1	DAD	110	Introduction to Digital Arts & Design	1
<del>DAD</del>	<del>180</del>	<del>Introduction to Digital Storytelling</del>	<del>3</del>				
DAD	482	Career Preparation: Digital Arts & Design	1	DAD	482	Career Preparation: Digital Arts & Design	1
DAD	494	Internship	1	DAD	494	Internship	1
DAD	498	Undergraduate Research/Scholarship	3	DAD	498	Undergraduate Research/Scholarship	3
ENGL	480	Contemporary Rhetoric	3				
MUS	204	Introduction to Digital Sound Design	3				
Choose two courses from the following (6 Credits)							
ARTH	211	History of World Art I	3				

ARTH	212	History of World ART II	3				
ARTH	231	Survey: Art, Music, & Theatre	3				
ARTD	245	History of Graphics	3				
*Computer Graphic requires ARTD 245							
<b>Choose one course from the following (3 Credits)</b>							
BADM	360	Organization and Management	3				
BADM	370	Marketing	3				
<b>Choose one course from the following</b>			<b>3</b>	<b>Choose one course from the following</b>			<b>3</b>
CIS	123	Problem Solving & Programming	3	CIS	123	Problem Solving & Programming	3
CSC	150	Computer Science I*		CSC	150	Computer Science I*	
CIS	130	Visual Basic Programming		CIS	130	Visual Basic Programming	
*Digital Sound Design specialization must take CSC 150				*Digital Sound Design specialization must take CSC 150			
<b>Choose one course from the following</b>			<b>3</b>				
DAD	310	Digital Soundtrack Production	3				
DAD	424	Advanced Digital Sound Design	3				
*Sound Arts Design requires DAD 310							
<b>Computer Graphic Specialization</b>			<b>42</b>	<b>Computer Graphic Specialization</b>			<b>66</b>
				Computer Graphic specialization must take ART 121 as part of their System wide General Education requirement.			
				ART	111	Drawing I	3
ART	122	Design II – Color	3	ART	122	Design II – Color	3
ART	123	3D Design	3	ART	123	3D Design	3
ART	231	Painting I	3	ART	231	Painting I	3
				ARTD	185	Intro to Animation	3
				ARTD	245	History of Graphics	3
				ARTD	280	Digital Photography I	3
				ARTD	282	2D Design on Computer I	3
ARTD	285	2D Design on Computer II	3	ARTD	285	2D Design on Computer II	3
ARTD	306	Adv. Graphics App	3	ARTD	306	Graphics Applications	3
ARTD	339	Adv. Computer Graphic Design	3	ARTD	339	Computer Graphics Design	3

ARTD	356	Digital Painting	3	ARTD	356	Digital Painting	3
ARTD	380	Digital Photography II	3	ARTD	380	Digital Photography II	3
ARTD	382	3D Design on Computers I	3	ARTD	382	<b>3-D Animation, Modeling, and Concepts</b>	3
				<b>ARTD</b>	<b>385</b>	<b>3-D Character Animation, Rigging &amp; Lighting</b>	<b>3</b>
ARTD	431	Computer Graphic Effects I	3	ARTD	431	Computer Graphic Effects I	3
ARTD	432	Computer Graphic Effects II	3	ARTD	432	Computer Graphic Effects II	3
ARTD	480	Studio Processes	3	ARTD	480	<b>Digital Photography 3</b>	3
				<b>BADM</b>	<b>370</b>	<b>Marketing</b>	<b>3</b>
DAD	330	Film Editing I	3	DAD	330	Film Editing I	3
MCOM	362	Digital Typography	3	MCOM	362	Digital Typography	3
				<b>Choose one (1) courses from the following</b>			<b>3</b>
				ARTH	211	<b>History of World Art I</b>	<b>3</b>
				ARTH	212	<b>History of World ART II</b>	<b>3</b>
<b>General Electives</b>			<b>3</b>	<b>General Electives</b>			<b>12</b>
<b>Production Animation Specialization</b>			<b>39</b>	<b>Production Animation Specialization</b>			<b>57</b>
				<b>Production Animation specialization must take ART 121 as part of their System wide General Education requirement.</b>			
				<b>ART</b>	<b>111</b>	<b>Drawing I</b>	<b>3</b>
ART	122	Design II - Color	3	ART	122	Design II - Color	3
ART	123	3D Design	3	ART	123	3D Design	3
ART	213	Figure Drawing	3	ART	213	Figure Drawing	3
ART	234	<del>Painting I</del>	<del>3</del>				
-	-	-	-	<b>ARTD</b>	<b>185</b>	<b>Intro to Animation</b>	<b>3</b>
ARTD	250	2D Digital Animation	3	ARTD	250	2D Digital Animation	3
				<b>ARTD</b>	<b>282</b>	<b>2-D Design on Computers I</b>	<b>3</b>
ARTD	286	Motion Graphics & Compositing	3	ARTD	286	Motion Graphics & Compositing	3
				<b>ARTD</b>	<b>290</b>	<b>Digital Ink and Paint 2D Track</b>	<b>3</b>
				<b>ARTD</b>	<b>350</b>	<b>Background Design/Character Design</b>	<b>3</b>
				<b>ARTD</b>	<b>356</b>	<b>Digital Painting</b>	<b>3</b>
ARTD	382	3D Design on Computers I	3	ARTD	382	<b>3-D Animation, Modeling, and Concepts</b>	3
ARTD	385	3D Design on Computers II	3	ARTD	385	<b>3-D Character Animation, Rigging &amp; Lighting</b>	3
DAD	375	Storyboarding	3	DAD	375	Storyboarding	3
				<b>MUS</b>	<b>204</b>	<b>Intro to Digital Sound Design</b>	<b>3</b>
				<b>Choose one course from the following:</b>			<b>3</b>

				ARTD	245	History of Graphics	
				ARTH	211	History of World Art I	
Take 12 credits from the following list of four repeatable courses, minimum of two different courses. (students may opt to take all four, or choose a primarily 2D or 3D track)				Choose 6 credits from the following:			6
ARTD	386	2D Digital Animation II - Preproduction		ARTD	386	2D Digital Animation Preproduction	3
ARTD	439	3D Design - Preproduction		ARTD	442	2D Digital Animation	3
ARTD	441	3D Animation - Production				OR	
ARTD	442	2D Digital Animation		ARTD	439	3D Animation Preproduction	3
				ARTD	441	3D Animation - Production	3
				Choose one course from the following			3
				BADM	360	Organization and Management	
				BADM	370	Marketing	
Electives			6	Electives			21
Digital Sound Design Specialization			38	Digital Sound Design Specialization			47
CIS	350	Computer Hardware, Data Communications and Networking	3				
				CSC	163	Hardware, Virtualization and Data Communication	3
				CSC	274	Creative Coding	3
				CSC	374	Interdisciplinary Coding	3
DAD	222	Audio Production I	3	DAD	222	Audio Production I	3
				DAD	310	Digital Soundtrack Production	3
DAD	322	Audio Production II	3	DAD	322	Audio Production II	3
DAD	323	Live Sound Reinforcement	3				
DAD	350	Recording Session (offered as 2 cr. – students take twice)	4	DAD	350	Recording Session (offered as 2 cr. – students take twice)	4
DAD	422	Audio Production III	3	DAD	422	Audio Production III	3
DAD	423	Electroacoustic Sound Creation with MIDI	3				
DAD	424	Adv. Digital Sound Design	3	DAD	424	Adv. Digital Sound Design	3
GAME	411	Intro to Game Design	3				
MUAP	152	Applied Music	2	MUAP	152	Applied Music	2
MUEN	106	Singer/Songwriter Studio	2	MUEN	106	Singer/Songwriter Studio	2

MUS	108	Basic Musicianship for Audio/Music Industry	3	MUS	108	Basic Musicianship for Audio/Music Industry	3
				MUS	109	Basic Musicianship II	3
				MUS	204	Introduction to Digital Sound Design	3
MUS	292	Topics	3	MUS	492	Topics OR Topics	3
				DAD	492		
				ENGL	405	Media Studies	3
<b>Electives</b>			<b>7</b>	<b>Electives</b>			<b>31</b>
							<b>120</b>

## 7. Explanation of the Change:

These proposed changes will significantly improve the DAD program in several ways. The new curriculum will allow students to focus on courses that are more relevant to their specialization. This is accomplished by reducing the number of “core” courses and replacing them instead with more “specialization” courses. Although we are increasing the “specialization” courses, the total number of required DAD credits will be lower for each area (see tables below). By lowering the total number of required courses, students will have more options for elective courses, minors, and certificates. Furthermore, we anticipate the lower number of courses will simplify advising and increase retention and graduation rates. The lower number of courses will also enhance recruiting, allowing students to declare a DAD major in their sophomore or perhaps even their junior year.

The Computer Graphic changes are the most minor, amounting to renaming three courses to reflect their content and marketability.

The proposed changes to the Digital Sound Design track are intended to strengthen the sound and music specific skills needed by students in this program. Most notably, they reduce the number of DAD core classes and allow for a greater number of courses specifically related to Sound Design. While there are interdisciplinary connections between the sound and visual arts, sound is a substantially different medium with a diverse set of skills. Students in Digital Sound Design need a thorough foundation in the science of sound and the musical language, which necessitated the courses as proposed for the specialization in this Program Modification. In addition to courses that support careers in Music Production (Audio Engineering, Sound Design for Game/Film/Animation), the ability to pursue electives in courses that support applications of Sound Design in industries outside of Music Production is key. These include branches of sound design in Music Software and Internet Services (coding), Acoustic Ecology and Environmental Acoustics (science), Audio Journalism (English), Sound Forensics (cyber), and Sound Therapy (sociology and psychology). All of these branches interact with programs across our campus and are directly applicable to the current job market for Sound Designers.

The proposed changes to the Production Animation track also entail fewer DAD core classes with the resulting opportunity to add more courses specifically related to Production Animation. These changes, specifically in 2D animation, are to ensure students keep pace with animation industry trends. To that end, we are proposing two new animation courses. With the arrival of streaming services such as Netflix, Hulu Paramount+, and Disney+, there are greater opportunities for our animation students to find employment provided they have the necessary skills.

These changes require no new faculty lines or overload assignments (see below).



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**Substantive Program Modification Form**

Use this form to request minor changes in existing programs (majors, minors, certificates, or specializations).

<b>UNIVERSITY:</b>	DSU
<b>CURRENT PROGRAM TITLE:</b>	Speech Communication/Theatre
<b>CIP CODE:</b>	23.1304
<b>UNIVERSITY DEPARTMENT:</b>	College of Arts and Sciences
<b>BANNER DEPARTMENT CODE:</b>	DAS
<b>UNIVERSITY DIVISION:</b>	Fine Arts
<b>BANNER DIVISION CODE:</b>	DFAA

**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.*

\_\_\_\_\_  
Vice President of Academic Affairs or  
President of the University

3/25/2021

\_\_\_\_\_  
Date

**1. This modification addresses a change in (place an "X" in the appropriate box):**

- |   |  |
|---|--|
| <input type="checkbox"/> Total credits required within the discipline     | <input type="checkbox"/> Total credits of supportive course work |
| <input checked="" type="checkbox"/> Total credits of elective course work | <input type="checkbox"/> Total credits required for program      |
| <input checked="" type="checkbox"/> Program name                          | <input type="checkbox"/> Existing specialization                 |
| <input type="checkbox"/> CIP Code   | <input type="checkbox"/> Other (explain below)                   |

**2. Effective date of change: 7/1/2021**

**3. Program Degree Level (place an "X" in the appropriate box):**

Associate  Bachelor's  Master's  Doctoral

**4. Category (place an "X" in the appropriate box):**

Certificate  Specialization  Minor  Major



**5. If a name change is proposed, the change will occur (place an “X” in the appropriate box):**

- On the effective date for all students
- On the effective date for students new to the program (enrolled students will graduate from existing program)

**Proposed new name:** **Communication Studies**

*Reminder: Name changes may require updating related articulation agreements, site approvals, etc.*

**6. Primary Aspects of the Modification (add lines or adjust cell size as needed):**

<i>Existing Curriculum</i>				<i>Proposed Curriculum (highlight changes)</i>			
Pref.	Num.	Title	Cr. Hrs.	Pref.	Num.	Title	Cr. Hrs.
<b>Required</b>			<b>18</b>	<b>Required</b>			<b>18</b>
Students must take CMST 101 and THEA 131 as part of the System-wide General Education Requirements.							
				CMST	101	Fundamentals of Speech	3
				CMST	201	Interpersonal Communication	3
CMST	215	Public Speaking	3	CMST	215	Public Speaking	3
CMST	222	Argumentation and Debate	3	Choose 9 credits from the following (6 credits must be CMST prefix)			
CMST	340	Oral Interpretation of Literature	3	CMST	311	Business and Professional Communication	3
THEA	100	Introduction to Theatre	3	CMST	320	Communication in Interviewing	3
THEA	241	Stagecraft	3	CMST	410	Organizational Communication	3
THEA	351	Directing	3	CMST	434	Small Group Communications	3
SEED	303	Secondary/Middle Content Area: Minor	4	CMST	470	Intercultural Communication	3
				CMST	492	Topics	3
				CMST	498	Undergrad Research/Scholarship	3
				BADM	344	Managerial Communication	3
				ENGL	405	Media Studies	3
				ENGL	480	Contemporary Rhetoric	3
				MCOM	353	Digital Media Communications	3
Total number of hours required for major, minor, or specialization			18-19	Total number of hours required for major, minor, or specialization			18

**7. Explanation of the Change:**

The substantive program modification, changing our current Speech Communication/Theatre Minor to a Communication Studies Minor, is threefold:

1. The Communication Studies Discipline Council and the South Dakota Regental System changed the SPCM (Speech Communication) course prefix to CMST (Communication Studies). The change has already started taking place in the course catalog. The switch to CMST is not simply a surface-level name change; the course prefix's modification reflects the need for our communication programs in South Dakota to be on par with the current trends, scholarship, and best practices in the field of Communication. The CMST minor also reflects the other communication/speech programs in the Regental System with slight modifications for our DSU students. The course modification takes its inspirations from experts in the field of Communication, such as those at the National Communication Association:

<https://www.natcom.org/academic-professional-resources/teaching-and-learning/basic-course-general-education>

<https://www.natcom.org/academic-professional-resources/teaching-and-learning/classroom/undergraduate-course-syllabi>

2. The switch to Communication Studies provides a straightforward narrative for our staff, faculty, and students, and especially advisors. The Communication Studies Minor is student-centered and focuses on all professional communication needs ANY students at Dakota State University will need to communicate in their everyday lives and workplaces. The proposal has been shared with all Colleges at DSU and has received praise and overwhelming support. It creates interdisciplinary connections across a campus (BADM, MCOM, ENGL) and centers (The Paulson Cyber Incubator and Entrepreneurial Center, the Career and Professional Development, and the Center for Teaching and Learning), keeping in mind the flexibility needed by busy students.
3. The Communication Studies Minor resonates with the mission, vision, and values of Dakota State University.
  - a. The program is student-centered, grounded in teaching real-life communication skills to prepare students to manage communication in a wide range of virtual and face-to-face settings (interviewing, small group, cross-cultural exchanges, public speaking, and workplace communication).
  - b. The communication skills, techniques, and practices taught in the classroom are necessary for ANY college graduates to be marketable and competitive. All jobs, regardless of major, require practical, professional communication skills, which will only bolster our high job placement rates at DSU.
  - c. And finally, communication skills are necessary to develop into effective leaders in our lives and communities. The Communication Studies Minor will look to ways for students to get involved in their communities and demonstrate their leadership skills, whether in cybersecurity, entrepreneurship, or health and information systems. The long-term goal is to get students involved in the Communication Studies minor, aiming to inspire community collaboration and communication research in future.
4. The Communication Studies Minor targets workplace competency trends:  
<https://cew.georgetown.edu/cew-reports/competencies/>