ASU ARIZONA STATE UNIVERSITY

PROPOSAL TO ESTABLISH A NEW UNDERGRADUATE CONCENTRATION

The completed and signed proposal should be submitted by the Dean's Office to: curriculumplanning@asu.edu.

Before academic units can advertise undergraduate concentrations or include them in their offerings as described in the university catalogs, they must be recommended for approval by the Senate Curriculum and Academic Programs Committee and approved by the University Provost.

Definition and minimum requirements:

A concentration is a formalized selection of courses within a major.

- A concentration requires a minimum of 15 semester hours of which at least 9 semester hours must be upper division. Specialized concentrations (e.g., BIS Concentrations) may have additional or different requirements.
- A concentration is offered by a single unit and is intended exclusively for students pursuing a particular major. If a concentration consists of courses from more than one college the approval of each college Dean is required.

College/School/Institute: Herberger Institute for Design and the Arts

Department/Division/School: The School of Arts, Media and Engineering

Proposing Faculty Group (*if applicable*):

If this is an official joint degree program? Yes, this is a joint degree program

If "Yes" List all the additional college(s)/school(s)/institute(s) that will be involved in offering the degree program and providing the necessary resources. Note: All units offering this program must have collaborated in the proposal development and completed the appropriate unit and college/school approvals. Department of English

Existing Degree and Major under which this concentration will be established: Digital Culture

Proposed Concentration Name: Digital Culture (English)

What is the first catalog year available for students to select on the undergraduate application for this this program? 2016-17

Delivery method: On-campus only (ground courses and/or iCou

Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

Campus/Locations: indicate all locations where this program will be offered.

☐ Downtown Phoenix   ☐ Polytechnic   ☒ Tempe   ☐ West   Other: _____

Proposal Contact			
Name:	Kayla Elizondo	**Title:**	Education Coordinator
Phone number:	480-727-2849	**Email:**	kelizond@asu.edu

DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed organizational change.

College/School/Division Dean name: _____

Signature _____   **Date:** 12/21/2015

College/School/Division Dean name:
(if more than one college involved)

Signature _____   **Date:** / /20

Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.

1. OVERVIEW

A. Provide a brief description of the new concentration (including the specific focus of the new concentration, relationship to other concentrations in this degree program, etc).

The Digital Culture (English) concentration curriculum will explore the historical, scientific, and theoretical intersections of art, media, and technology. Students in the English concentration will focus on the philosophical framings and cultural applications of media. In collaboration with the English department, students in the concentration will use tools of inquiry to examine, analyze, and create works of art through a hands-on approach to communication, writing, rhetoric, and literacies. This program will offer the general Digital Culture curriculum, which includes creating media; with the English concentration, students who focus more in theory, will be able to write about technology and create the media that they write about.

B. Explain the unit's need for the new concentration (e.g., market demand, research base, direction of the discipline, and interdisciplinary considerations). How will the new concentration complement the existing degree program?

The study of Digital Culture has application in technology related industries as well as new approaches related to aspects of culture and the arts. The state of Arizona is fast developing a new profile wherein technological innovation and modern culture play key roles. By providing graduates that can support and serve in the development of new technologies and applications by fusing technical knowledge with cultural and aesthetic concerns, this will position ASU as a leading media-development university. Students will benefit as the proposed concentration connects theory, what we think of as analog creation, and digital creation. It also redefines the way we think about literacies, language, and career trajectories for students interested in language and media.

The face of art and culture is rapidly changing. Sharing of experiences, stories and media through web logs (blogs) and electronic communities; participatory art-making and creativity forums on the web; pod casting; portable recording and playback media; creation and production on home computers; gaming; digital movies and effects; mediated public spaces and electronic design are only a few of the new activities that are defining and evolving culture. The graduates of our proposed concentration will assist in the establishment, evolution and proliferation of such culture at the state, national, and international level. They will contribute significantly to Arizona establishing the necessary cultural profile for attracting and maintaining the contemporary "creative class" that drives technology-based economies.

2. Support and Impact

A. Provide a supporting letter from the chair of the academic unit verifying that the proposed concentration has received faculty approval through appropriate governance procedures in the unit and that the unit has the resources to support the concentration as presented in the proposal, without impacting core course resources.

Please see attached

B. Identify other <u>related</u> ASU programs and outline how the new concentration will complement these existing ASU programs. (If applicable, statements of support from potentially-affected academic unit administrators need to be included with this proposal submission.)

The proposed program will complement the current programs in the Department of English by providing another avenue of engagement with humanities. See attached letter of support from Mark Lussier, Professor & Chair, Department of English

C. Provide a supporting letter from each college/school dean from which individual courses, or the entire concentration, are taken.

3. Student Learning Outcomes and Assessment Methods

A. Knowledge, competencies, and skills
List the knowledge, competencies, and skills students should have when they graduate from the proposed degree program. You can find examples of program Learning Outcomes at (https://uoeee.asu.edu/plan-outcomes).

Outcome 1: students will be able to discuss and examine the role of digital media in human culture, through the research and application of learned theories.

Outcome 2: students will possess a hands on, collaborative exploration of media arts applications for enhancing evolving human experience, communication and generation of knowledge.

B. Assessment
Describe the plan and methods to assess whether students have achieved the knowledge, competencies and skills identified in the Learning Outcomes. You can find examples of assessment methods at (https://uoeee.asu.edu/creating-plan).

MEASURE 1.1: Students will demonstrate theoretical understanding and design skills.

Performance Criterion 1.1: 70% or more of the students will earn a grade of C or higher on their final project in the AME 130 : Prototyping Dreams course.

MEASURE 1.2: Students will demonstrate analytical and compositional skills in communicating about digital culture.

Performance Criterion 1.2: 70% or more of the students must pass the final paper of AME 310 with a grade of C or better.

MEASURE 2.1: Of those who pass AME 486 Digital Culture Capstone II, 70% will meet or exceed expectations based upon a faculty-developed rubric.

Performance Criterion 2.1: 70% or more of the students will earn a grade of C or higher on their final project in this course.

MEASURE 2.2: The final product of the AME 486 Digital Culture Capstone II course.

Performance Criterion 2.2: 70% or more of the students will pass will complete the capstone with a Satisfactory or better on the standardized capstone rubric.

4. Academic Curriculum and Requirements

A. Provide the admissions criteria for the proposed concentration. If they are identical to the admission criteria for the existing major and degree program under which this concentration will be established, please note that here.

Admissions criteria will be the same as existing Digital Culture degrees. All students are required to meet general university admission requirements.

**PROPOSAL TO ESTABLISH A NEW
UNDERGRADUATE CONCENTRATION**

B. Provide the curricular structure for this concentration. Be specific in listing required courses and specify the total minimum number of hours required for the concentration.

Required Core Courses for the Degree/Major				
Prefix	**Number**	**Title**	***Is this a new Course?***	**Credit Hours**
AME	101	ASU Digital Culture Experience	No	1
AME	111	Introduction to Digital Culture	No	3
AME	112	Computational Thinking for Digital Culture	No	3
AME	130	Prototyping Dreams	No	3
AME	210	Media Editing	Yes	3
AME	230	Programming for the Media Arts	No	3
MAT	210	Brief Calculus	No	3
		Digital Culture Studies (see major map for details)	No	9-27
		Digital Media – Media Arts & Design (see major map for details)	No	0-15
		Digital Media – Media Engineering (see major map for details)	No	0-3
			Section sub-total:	46

Required Concentration Courses				
Prefix	**Number**	**Title**	***Is this a new Course?***	**Credit Hours**
AME	310	Media Literacies and Composition	No	3
ENG	200	Critical Reading & Writing about Literature	No	3
ENG	204	Topics in Contemporary Literature	No	3
			Section sub-total:	9

Elective Concentration Courses				
Prefix	**Number**	**Title**	***Is this a new Course?***	***Credit Hours***
		English Concentration Electives Category 1	No	3
ENG	400 or 401 or 472	History of Literary Criticism OR Topics in Critical Theory OR Rhetorical Studies	No	3
		English Concentration Electives Category II	No	6
		English Concentration Electives Category III	No	12
			Section sub-total:	24

Other Concentration Requirements ***E.g.*** – Capstone experience, *internship, clinical requirements, field studies, foreign language skills as* applicable	**Credit Hours**
AME 485 Digital Culture Capstone I	3
AME 486 Digital Culture Capstone II	3
Section subtotal:	6
Total minimum credit hours required for concentration	**85**

C. A minimum residency requirement: How many hours of the concentration must be ASU credit? 39

D. Provide a brief course description for each new course.

N/A

Note: All new required courses should be submitted in Curriculum Changemaker and ready for the University Provost's Office approval before this concentration is put on the CAPC agenda.

5. Administration and Resources

A. How will the proposed concentration be administered (including admissions, student advisement, retention, etc.)?

Admissions is controlled by the Herberger Institute for Design and the Arts. Digital Culture is appointed 2 undergraduate advisors. As the program grows in students and faculty, more courses continue to be added. Staff support includes 2 education coordinators, who schedule courses, plan events, and track student needs. In addition to faculty, a Tech Team is provided to guide students through the program, as it pertains to technological needs, student training, and budgeting.

B. What are enrollment projections for the next three years?

	1st Year	2nd Year (Yr 1 continuing + new entering)	3rd Year (Yr 1 & 2 continuing + new entering)
Number of Students (Headcount)	10	20	30

C. What are the resource implications for the proposed concentration, including any projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this concentration please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this concentration.

The concentration will be housed in current Digital Culture infrastructure. The Department of English has committed to offer the courses for the concentration.

D. Please list the primary faculty participants regarding this proposed concentration. For interdisciplinary concentrations, please include the relevant names of faculty members from across the University.

Name	Title	Area(s) of Specialization as they relate to proposed concentration
Edward Finn	Assistant Professor	Arts, Media + Engineering, Department of English
Mark Lussier	Professor	Department of English
Ronald Broglio	Associate Professor	Department of English
Karen Adams	Professor	Department of English
Todd Ingalls	Associate Research Professor, Assistant Director	Arts, Media + Engineering
Xin Wei Sha	Professor, Director	Arts, Media + Engineering
Grisha Coleman	Associate Professor	Arts, Media + Engineering
David Tinapple	Assistant Professor	Arts, Media + Engineering

6. Additional Materials

A. Prepare and attach a Major Map. Please use the "proposed map" function to create a Major Map in BAMM. This feature is explained in the training document available on Build a Major Map (BAMM) Training Resources.

B. *Complete and attach the Appendix document.*

C. Attach other information that will be useful to the review committees and the Office of the University Provost.

**APPENDIX
OPERATIONAL INFORMATION FOR UNDERGRADUATE CONCENTRATIONS**
(This information is used to populate the Degree Search/catalog website.
Please consider the student audience in creating your text.)

Proposed Concentration Name: Digital Culture (English)

1. **Program Description** (150 words maximum)

    The digital culture program with a concentration in English is designed for students who wish to explore the historical, scientific and theoretical intersections of art, media and technology. Sharing of stories and media through electronic communities; participatory art-making and creativity forums on the web; gaming; digital movies and effects; mediated public spaces and electronic design are only a few of the new activities that are defining and evolving culture. Students in the major will assist in the establishment, evolution and proliferation of such culture at the state, national, and international level. Students will use tools of inquiry to examine, analyze and create works of art through a hands-on approach to communication, writing, rhetoric and literacies in collaboration with the English department,.

2. **Contact and Support Information**

Office Location (Building & Room):	STAUF B 217
Campus Telephone Number:	480/965-9438
Program email address:	ameed@asu.edu
Program website address:	https://digitalculture.asu.edu

3. **Additional Program Description Information**

    A. Additional program fee required for this program?   Yes ☒   No ☐
    B. Does this program have a second language requirement?   Yes ☐   No ☒

4. **Delivery/Campus Information**

    Delivery Method: On-campus only (ground courses and/or iCourses)
    Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

    Campus(es) and/or Locations Check all locations where the program will be offered.

    ☐ - Downtown   ☐ - Polytechnic   ☒ - Tempe   ☐ - West

    ☐ - Other *(please specify)*

    Operational information:
    Once students select a campus or On-line option, students will not be able to move back and forth between the on-campus the ASU Online option.

5. **Career Opportunities & Concentration(s)**
    Provide a brief description of career opportunities available for this degree program with the proposed concentration.

    Career opportunities include fields in which the following are sought: technology commentary, future studies, design fiction, technical writing, creative writing, comparative literature and fields in which collaboration is needed.

6. **Additional Admission Requirements**
    If applicable list any admission requirements (freshman and/or transfer) that are higher than and/or in addition to the university minimum undergraduate admission requirements.)

    N/A

7. **Keywords**
    List all keywords used to search for this program. Keywords should be specific to the proposed program.

    visual media, interactive, interaction, experiential, new media, digital media, digital culture, computing, art, media arts, interactive systems, multimedia, computation, technology, culture, digital tools, programming,electronic arts, literature, writing, technoliteracy, digital story, script writing

8. **Advising Committee Code**
    List the existing advising committee code associated with this degree. UGHI04

    Note: If a new advising committee needs to be created, please complete the following form:
    Proposal to create an undergraduate advising committee

9. **Western Undergraduate Exchange (WUE) Eligible:**
    Has a request been submitted to the University Provost by the Dean to consider this degree program as eligible for WUE?

    No

    *Note: **No** action will be taken during the implementation process with regards to WUE until approval is received from the University Provost.*

10. **First Required Math Course** List the first math course required in the major map. MAT 210

11. **Math Intensity**

    a. List the highest math required on the major map. (This will not appear on Degree Search.) MAT 210

    b. What is the math intensity as indicated by the highest math required on the major map? Math intensity categorization can be found here: https://catalog.asu.edu/mathintensity   Moderate

12. **CIP codes**
    a. Identify CIP codes that should be displayed on Degree Search. CIP codes can be found at: http://www.onetonline.org/crosswalk/CIP/.

    15-1133.00
    27-4011.00
    27-4014.00
    25-1121.00
    25-2031.00
    27-1019.00
    27-1024.00
    25-1121.00
    15-1131.00
    15-1111.00
    15-1143.00
    25-1021.00
    15-1131.00
    25-1032.00
    15-1151.00
    15-1199.09
    15-1199.11
    15-1199.03
    27-2041.01
    11-9041.00
    27-4012.00
    27-4032.00
    27-1014.00
    27-3099.00
    27-1014.00
    27-1024.00
    27-4021.00
    15-1132.00

    _____
    _____
    _____
    _____
    _____

    b. Are any specific career codes (SOC/ONET codes) to be omitted from the CIP codes selected above? (i.e. "Omit 25-10312.00 Engineering Teachers, Postsecondary from CIP code 14.0501 Bioengineering and Biomedical Engineering.")

    N/A _____

13. **Area(s) of Interest**

    A. Select one (1) primary Area of Interest from the list below that applies to this program.

☐	**Architecture & Construction**	☐	**Health & Wellness**
☒	**Arts**	☐	**Humanities**
☐	**Business**	☐	**Interdisciplinary Studies**
☐	**Communications & Media**	☐	**Law & Justice**
☐	**Computing & Mathematics**	☐	**STEM**

☐ **Education & Teaching**   ☐ **Science**

☐ **Engineering & Technology**   ☐ **Social and Behavioral Sciences**

☐ **Entrepreneurship**   ☐ **Sustainability**

☐ **Exploratory**

B. Select any additional Areas of Interest that apply to this program from the list below.

☐ **Architecture & Construction**   ☐ **Health & Wellness**

☐ **Arts**   ☐ **Humanities**

☐ **Business**   ☐ **Interdisciplinary Studies**

☐ **Communications & Media**   ☐ **Law & Justice**

☐ **Computing & Mathematics**   ☐ **STEM**

☐ **Education & Teaching**   ☐ **Science**

☒ **Engineering & Technology**   ☐ **Social and Behavioral Sciences**

☐ **Entrepreneurship**   ☐ **Sustainability**

☐ **Exploratory**

The following fields are to be completed by the Office of the University Provost.
CIP Code:
Plan Code:

2016 - 2017 Major Map
Digital Culture (English), (Proposed)

VQKKTLJ

Term 1 0 - 16 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ AME 101: ASU Digital Culture Experience	1	C	• An SAT, ACT, Accuplacer, IELTS, or TOEFL score determines placement into first-year composition courses.
⬥ AME 111: Introduction to Digital Culture (CS)	3	C	• ASU Mathematics Placement Test score determines placement in mathematics course.
⬥ AME 130: Prototyping Dreams	3	C	• ASU 101 or college-specific equivalent First-Year Seminar required of all freshman students. Digital culture students complete AME 101 to fulfill this requirement.
⬥ AME 210: Media Editing	3	C	
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
MAT 210: Brief Calculus (MA)	3	C	• AME 130 is offered in the fall only. Students who begin the Digital Culture program in a spring semester should take this course in their second term.
⬥ Maintain 3.00 GPA in Digital Culture coursework.			
⬥ Minimum 2.50 GPA ASU Cumulative.			
Term hours subtotal:	16		

Term 2 17 - 31 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ AME 112: Computational Thinking for Digital Culture	3	C	• All Digital Culture majors must have a 3.0 Digital Culture GPA at the end of Term 2 to continue in the program. If a student's Digital Culture GPA is below a 3.0, the student will be placed on a probationary status for 1 term. If the student is not successful in raising their digital culture GPA to a 3.0 after the probationary term, the student will not be able to continue in the Digital Culture program.
⬥ AME 230: Programming for the Media Arts	3	C	
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
ENG 200: Critical Reading and Writing About Literature (L or HU)	3	C	
Social-Behavioral Sciences (SB) AND Cultural Diversity in the U.S. (C)	3		
⬥ Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
⬥ Maintain 3.00 GPA in Digital Culture coursework.			• AME 230 and the AME 112 are offered in the spring only. Students
⬥ Minimum 2.50 GPA ASU Cumulative.			
⬥ Milestone: GPA First-Year Review			

| | Term hours subtotal: | 15 | | who begin the Digital Culture program in a spring semester should take these courses in their first term. |

Term 3	32 - 47 Credit Hours Critical course signified by ◆	Hours	Minimum Grade	Notes
Lower Division Digital Culture Studies		3	C	
Lower Division English Concentration Electives Category I		3	C	
Humanities, Arts and Design (HU) AND Global Awareness (G)		3		
Natural Science - Quantitative (SQ) (PHY 101 recommended)		4		
Social-Behavioral Sciences (SB)		3		
◆ Complete MAT 210 course.				
◆ Maintain 3.00 GPA in Digital Culture coursework.				
◆ Minimum 2.50 GPA ASU Cumulative.				
Complete First-Year Composition requirement.				
	Term hours subtotal:	16		

Term 4	48 - 62 Credit Hours Critical course signified by ◆	Hours	Minimum Grade	Notes
Digital Media - Media Arts & Design OR Digital Culture Studies		3	C	
Complete 2 courses: Lower Division English Concentration Electives Category I		6	C	
Humanities, Arts and Design (HU) AND Historical Awareness (H)		3		
Literacy and Critical Inquiry (L)		3		
◆ Maintain 3.00 GPA in Digital Culture coursework.				
◆ Minimum 2.50 GPA ASU Cumulative.				
	Term hours subtotal:	15		

Term 5	63 - 78 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ Upper Division Digital Culture Studies		3	C	
Upper Division Digital Media - Media Arts & Design OR Upper Division Digital Culture Studies		3	C	
Complete 2 courses: Upper Division English Concentration Electives Category II		6	C	
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)		4		
Maintain 3.00 GPA in Digital Culture coursework.				
Minimum 2.50 GPA ASU Cumulative.				
	Term hours subtotal:	16		

Term 6	79 - 93 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ Upper Division Digital Culture Studies		3	C	
Upper Division Digital Media - Media Arts & Design OR Upper Division Digital Culture Studies		3	C	
Upper Division English Concentration Electives Category III		3	C	
ENG 400: History of Literary Criticism (L or HU) OR ENG 401: Topics in Critical Theory OR ENG 472: Rhetorical Studies (L)		3	C	
Upper Division Literacy and Critical Inquiry (L)		3		
Maintain 3.00 GPA in Digital Culture coursework.				
Minimum 2.50 GPA ASU Cumulative.				
	Term hours subtotal:	15		

Term 7	94 - 108 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ AME 485: Digital Culture Capstone I		3	C	
Upper Division Digital Culture Studies OR Upper Division Digital Media - Media Engineering Course		3	C	
Upper Division Digital Media - Media Arts & Design OR Upper Division Digital Culture Studies		3	C	
Upper Division English Concentration Electives Category III		3	C	
Elective		3		
Maintain 3.00 GPA in Digital Culture coursework.				
Minimum 2.50 GPA ASU Cumulative.				
	Term hours subtotal:	15		

Term 8	109 - 120 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ AME 486: Digital Culture Capstone II		3	C	
Upper Division Digital Media - Media Arts & Design OR Upper Division Digital Culture Studies		3	C	
Upper Division English Concentration Electives Category III		3	C	
Upper Division Humanities, Arts and Design (HU) OR Upper Division Social-Behavioral Sciences (SB)		3		
Maintain 3.00 GPA in Digital Culture coursework.				
Minimum 2.50 GPA ASU Cumulative.				
	Term hours subtotal:	12		

Digital Culture Studies Course List

AME 220: Programming for the Web

AME 294: Introduction to Interactive Environments or ART 294: Introduction to Interactive Environments

AME 310: Media Literacies and Composition

AME 320: Motion Capture for Integrative Systems

AME 330: Digital-Physical Systems

AME 340: Compositional and Computational Principles for Media Arts

AME 394: Special Topics

AME 430: Mac Development for Media Arts

AME 470: Programming for Social and Interactive Media

AME 494: Advanced Interactive Sound

AME 494: Animating Virtual Worlds

AME 494: Media Installations

AME 494: Special Topics

ANP 394: Digital Modeling and Fabrication

ART 218: 3D Tools

DCE 294: HybridAction:PhysicalIntelligenceinDigitalCulture

MDC 211: Introduction to Digital Sound

MDC 311: Composing and Performing for Hybrid Ensembles

Digital Media - Media Arts & Design Course List

AME 120: Digital Culture Studio

ANP 494: Design by Algorithm

ANP 494: Designing Hybrid Spaces

ART 194: Digital Art and Culture

ART 206: Digital Photography I: The Still Image in Digital Culture

ART 494: Visual Prototyping

FMP 240: Introduction to Animation for Film

FMP 294: Story Development for Game Design

FMP 394: Non-Linear Editing for Film and Media

IAP 103: Foundations I: Interdisciplinary Digital Media

IAP 104: Foundations I: Fundamentals of Sound Art

Digital Media - Media Engineering Course List

AME 494: Interactive Materials

CSE 394: Data Struct, Analysis & Ret for Digital Culture

EEE 307: Signal Processing for Digital Culture

History/Theory Course List

ALA 100: Introduction to Environmental Design (HU & H & G)

ALA 102: Landscapes and Sustainability (HU & G)

APH 300: World Architecture I/Western Cultures (HU & H & G)

APH 313: History of Architecture I ((L or HU) & G & H)

APH 314: History of Architecture II ((L or HU) & G & H)

APH 405: Contemporary Architecture and Urbanism 1970 to the Present (HU & H)

ARA 202: Understanding Photographs

ARA 498: Photography and Language (L)

ARS 102: Art from Renaissance to Present (HU & H)

English Concentration Electives Category I: Select 3 courses; 9 credits

ENG 205: Introduction to Writing, Rhetorics and Literacies

ENG 210: Introduction to Creative Writing

ENG 213: Introduction to the Study of Language

ENG 294: Introduction to Contemporary Theory

FMS 200: Film History ((L or HU) & H)

English Concentration Electives Category II: Select 2 courses; 6 credits

ENG 312: English in its Social Setting (L or HU or SB)

ENG 314: Modern Grammar

ENG 383: Digital Media in the Humanities

ENG 403: Semantics

ENG 447: Experimental Narrative

FMS 351: Emerging Digital Media

ARS 345: Art and Television

ARS 438: Art of the 20th Century I (HU & H)

ARS 439: Art of the 20th Century II (HU & H)

ARS 440: Identity and World Film

ARS 460: Art Now

DCE 300: Moving Histories (HU)

DSC 101: Design Awareness (HU & G)

ENG 394: Video Game Theory

GRA 111: Graphic Design History I (HU)

GRA 112: Graphic Design History II

IAP 305: 20th and 21st Century Art, Performance, and Media (L or HU)

IND 316: 20th-Century Design I (HU & H)

IND 317: 20th-Century Design II (HU & H)

INT 111: Interior Design Issues and Theories (HU)

INT 310: History of Interior Design I (HU & H)

INT 311: History of Interior Design II (HU & H)

LPH 310: History of Landscape Architecture (HU & H)

LPH 311: 20th-Century Landscape Architecture (HU)

MHL 440: Topics in 20th-Century Music (L or HU)

MHL 494: Music and Movement in Urban Culture

MUS 347: Jazz in America (HU & C)

MUS 356: Broadway and the American Musical (HU)

THE 320: History of the Theatre I (HU & H)

THE 322: Theatre History and Culture (HU & H)

THE 403: Independent Film (HU)

THE 404: World Cinema (G)

THE 405: Film: Great Performers and Directors (HU)

THP 482: Theatre for Social Change (C)

English Concentration Electives Category III: Select 3 courses; 9 credits

Any 300-400 level Film and Media Studies class with FMS designation

Any 300-400 level Literature class with ENG designation

Any 300-400 level Writing, Rhetorics, and/or Literacies class with ENG designation

Total Hours: 120
Upper Division Hours: 45 minimum
Major GPA: 3.00 minimum
Cumulative GPA: 2.00 minimum
Total hrs at ASU: 30 minimum
Hrs Resident Credit for
Academic Recognition: 56 minimum
Total Community College Hrs: 64 maximum

General University Requirements Legend

General Studies Core Requirements:

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-Behavioral Sciences (SB)
- Natural Science - Quantitative (SQ)
- Natural Science - General (SG)

General Studies Awareness Requirements:

- Cultural Diversity in the U.S. (C)
- Global Awareness (G)
- Historical Awareness (H)

First-Year Composition

General Studies designations listed on the major map are current for the 2016 - 2017 academic year.

ASU Herberger Institute
FOR DESIGN AND THE ARTS
ARIZONA STATE UNIVERSITY

Memorandum

Date: December 21st, 2015

To: Mark Searle, Provost of the University

From: Steven Tepper, Dean of the Herberger Institute for Design and the Arts

Re: BA in Digital Culture (English) in the School of Arts, Media + Engineering

I have reviewed the attached proposal requesting to establish a concentration in English in the BA in Digital Culture.

This proposal represents an exciting new collaboration between the School of Arts, Media + Engineering and the Department of English, and has been approved by the Herberger Institute Undergraduate Curriculum Committee and the faculty of the School of Arts, Media + Engineering.

My signature on the proposal indicates my support and approval for this new concentration.

Activation of Bachelor of Arts in Digital Culture (English)
23 October 2015

Jennifer Setlow
Associate Dean for Students
Herberger Institute for Design and the Arts

Dear Jen,

Attached please find a major map for the Bachelor of Arts in Digital Culture (English). This BA's major map has been coooperatively designed with the Department of English and approved by Chair of English Mark Lussier.[1]

Sincerely,

Sha Xin Wei, Ph.D.
Professor and Director

---

[1] Mark Lussier, "New DC Concentration," 30 August 2015; Ron Broglio, "Establish New DC Concentration," 11 October 2015.

Herberger Institute for Design and the Arts
Ira A. Fulton Schools of Engineering
School of Arts, Media and Engineering

PO Box 878709 Tempe, AZ 85287-8709
(480) 965-9438 Fax: (480) 965-0961
http://ame.asu.edu

From:	Xin Wei Sha
To:	Curriculum Planning
Cc:	Jennifer Setlow; Todd Ingalls; Kayla Elizondo; Mark Lussier; Jessica Boydston
Subject:	Fwd: Proposal: Digital Culture (English)
Date:	Tuesday, December 22, 2015 1:28:23 PM
Attachments:	Proposal_DC_English_Final.pdf

Dear Curriculum Planning,

To follow on Associate Dean Setlow's submission of the proposal for new English concentration in the Digital Culture BA, I forward the supporting email, from Prof. George Justice, Dean of Humanities, College of Liberal Arts and Sciences.

Regards,
Sha Xin Wei

_____

Sha Xin Wei • Professor and Director • School of Arts, Media and Engineering + **Synthesis**
Herberger Institute for Design and the Arts + Fulton Schools of Engineering • ASU
Fellow: ASU-Santa Fe Consortium for Biosocial Complex Systems
Affiliate Professor: Future of Innovation in Society; Computer Science; English
Founding Director, Topological Media Lab
skype: shaxinwei • mobile: +1-650-815-9962

_____

Begin forwarded message:

> **From:** George Justice <George.Justice@asu.edu>
> **Subject: Re: BA Digital Culture (English)**
> **Date:** December 22, 2015 at 3:00:25 PM GMT-5
> **To:** Xin Wei Sha <Xinwei.Sha@asu.edu>
> **Cc:** Mark Lussier <MARK.LUSSIER@asu.edu>, Ronald Broglio <Ronald.Broglio@asu.edu>, Todd Ingalls <Todd.Ingalls@asu.edu>
>
> Dear Xin Wei,
>
> I am sorry it has taken me so long to respond. Yes, I am in full support of the BA in Digital Culture with a concentration in English. This serves both units very well, I believe. The Humanities Division of the College of Liberal Arts and Sciences fully supports this excellent proposal.
>
> Best,
> George

Dean of Humanities, College of Liberal Arts and Sciences
Associate Vice President for Humanities and Arts, Office of Knowledge Enterprise Development
Professor of English
Arizona State University

Tempe, AZ 85287
480-965-5546
@deangeojustice

On Nov 25, 2015, at 6:22 AM, Xin Wei Sha <Xinwei.Sha@asu.edu>
wrote:

Dear George,

As you may know, Ron Broglio and AME have been working on
a BA Digital Culture with concentration in English. Mark's been
really supportive.

May we please get a letter of support from the Dean of Humanities
for the BA Digital Culture (English *) concentration?   Sorry this is
a bit of a rush: our Associate Dean told us recently it's due Dec 1.
 Please feel free to call me if you have any questions: 650-815-
9962.

(What * means is being decided in conversation between the
Herberger Dean's office with Fred at the Provost's office. When
Fred asked for elaboration, we proposed to make the formal title: BA
Digital Culture (English Studies) or BA Digital Culture (English
Literature and Culture).

I attach the proposal that's being vetted between Herberger and the
Provost's office.

We hope this joint BA degree will be the first of more such bridges
between AME and the humanities.

Thanks very much,
Xin Wei

_____
_____
Sha Xin Wei • Professor and Director • School of Arts, Media
and Engineering + **Synthesis**
Herberger Institute for Design and the Arts + Fulton Schools
of Engineering • ASU
Fellow: ASU-Santa Fe Consortium for Biosocial Complex Systems
Affiliate Professor: Future of Innovation in Society; Computer
Science; English
Founding Director, Topological Media Lab
skype: shaxinwei • mobile: +1-650-815-9962
_____
_____

Begin forwarded message:

From: Jennifer Setlow <Jennifer.Setlow@asu.edu>
Subject: Proposal: Digital Culture (English)
Date: December 21, 2015 at 6:59:50 PM GMT-5
To: Curriculum Planning <CurriculumPlanning@exchange.asu.edu>
Cc: Xin Wei Sha <Xinwei.Sha@asu.edu>, Todd Ingalls
<TestCase@asu.edu>, Kayla Elizondo <Kayla.Elizondo@asu.edu>

Good afternoon,

I have attached the proposal for the new English concentration in the Digital Culture
BA, just approved to move forward on the academic plan.

Please note that we are awaiting the memo of support from George Justice, but have
included a memo of support from Mark Lussier.

Jennifer Setlow
Associate Dean for Students

ASU Herberger Institute for Design and the Arts
Dixie Gammage Hall, Rm. 132
PO Box 872102
Tempe, AZ 85287-2102
p: 480.965.0050
f: 480.727.6529

From: **Mark Lussier** MARK.LUSSIER@asu.edu
Subject: New DC Concentration
Date: August 30, 2015 at 3:52 PM
To: Kayla Elizondo Kayla.Elizondo@asu.edu
Cc: Ronald Broglio Ronald.Broglio@asu.edu, Xin Wei Sha Xinwei.Sha@asu.edu, Karen Adams KLAdams@asu.edu, Edward Finn edfinn@asu.edu, Todd Ingalls (Todd.Ingalls@asu.edu) Todd.Ingalls@asu.edu

Dear Kayla:

I apologize for the short delay across the weekend. Of course, I support this worthy endeavor, especially since it functions as the next phase of our commitment to become more 'entangled' in energetic collaboration. Like you, I am excited by the particular features of the concentration, and our faculty and students can offer much to its success.

All the best,

Mark

Mark Lussier, Professor & Chair
Department of English
Barrett Honors College Faculty
Research Fellow, Center for the Study of Religion & Conflict
Senior Sustainability Scholar
Arizona State University
Tempe, AZ 85287-0302
English = (480) 965-3168
www.public.asu.edu/~idmsl
http://www.palgraveconnect.com/pc/doifinder/10.1057/9780230119895

"A Robin Redbreast in a Cage
Puts all of heaven in a rage."
William Blake, "Auguries of Innocence"