

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 Office of 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:** College of Integrative Sciences and Arts

**Department/Division/School:**

**Proposing Faculty Group (if applicable):** Faculty of Technical Communication

**If this is an official joint degree program?** No, this is not 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.*

**Existing Degree and Major under which this concentration will be established:** BS Technical Communication

**Proposed Concentration Name:** User Experience

**What is the first catalog year available for students to select on the undergraduate application for this this program?** 2017-18

**Delivery method:** Both, On-Campus and ASU Online

*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     Thunderbird    : West    Other

**Name:** Eva Brumberger      **Title:** Associate Professor & Program Head, Technical Communication  
**Phone number:** 480.727.5981      **Email:** Eva.Brumberger@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:** Duane Roen

**Signature**       **Date:** 3/1/2017

**College/School/Division Dean name:**

*(if more than one college involved)*

**Signature** \_\_\_\_\_      **Date:** \_\_\_\_\_

*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 user experience (UX) concentration is designed to provide technical communication majors with an interdisciplinary foundation in communication, research and design that is central to the rapidly growing area of UX. The concentration will provide students with a conceptual understanding and applied skills in methods of gathering user information, analyzing data and communicating research findings to stakeholders. Although its disciplinary home and primary focus is technical communication, the concentration will include courses from Human Systems Engineering and Graphic Information Technology in order to provide students with the multiple perspectives and complementary skills needed for UX work.

- 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 field of user experience (UX) is growing rapidly, and there are many job opportunities for technical communication graduates who have some expertise in UX, including jobs in UX research, user-centered design, information design, interaction design, information architecture, content strategy and usability analysis. UX professionals need to be excellent audience-focused communicators who can craft clear and compelling messages, collaborate with both clients and technical personnel and lead teams. Technical communicators are well-positioned for these roles; the concentration will complement the technical communication major by providing students with additional grounding in UX research methods, usability and design skills.

## 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.

The faculty in Technical Communication have approved the concentration, and it will not require any additional resources. All of the courses for the concentration are existing courses in TWC, HSE, and GIT.

- B. Identify other related 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.)

Human Systems Engineering and Graphic Information Technology will be offering user experience (UX) concentrations within their BS degree programs as well; each of the concentrations will draw on courses in TWC, HSE, and GIT, but students will focus on user experience as it relates to the parent discipline. Thus, the programs will complement one another rather than competing.

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

Please see attached letters of support from:

- College of Liberal Arts and Sciences
- Ira A. Fulton Schools of Engineering

## 3. Academic Curriculum and Requirements

- A. List the knowledge, competencies, and skills (learning outcomes) students should have when they complete this proposed concentration. Examples of program learning outcomes can be found at (<http://www.asu.edu/oue/assessment.html>).

Graduates from the BS program in technical communication (user experience) will be able to:

- Demonstrate understanding of key concepts, best practices, and career strategies in user experience
- Demonstrate understanding of requirements analysis, information design and delivery, and usability testing
- Analyze and evaluate existing designs and contexts of use to identify problems and develop approaches for improving user experience
- Apply user experience research methods, techniques and tools to address design problems

- Analyze user experience data through qualitative and quantitative methods
- Demonstrate ability to guide a project through a development cycle using project management tools and techniques
- Apply individual and collaborative skills in design-based problem solving
- Communicate effectively with a range of stakeholders

**B.** 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.

The admission criteria will be the same as those for the existing Technical Communication major.

**C.** 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.

<b>Required Core Courses for the Degree/Major</b>				
<b>Prefix</b>	<b>Number</b>	<b>Title</b>	<b>Is this a new Course?</b>	<b>Credit Hours</b>
TWC	301	Fundamentals of Writing for Digital Media	No	3
TWC	401	Fundamentals of Technical Communication	No	3
TWC	411	Principles of Visual Communication	No	3
TWC	421	Principles of Web Authoring	No	3
TWC	431	Principles of Technical Editing	No	3
<i>Section sub-total:</i>				15
<b>Required Concentration Courses</b>				
<b>Prefix</b>	<b>Number</b>	<b>Title</b>	<b>Is this a new Course?</b>	<b>Credit Hours</b>
GIT	340	Information Design and Usability	No	3
HSE	101	Introduction to Human Systems Engineering OR PSY 101 Introduction to Psychology	No	3
HSE	325	Human-Computer Interaction	No	3
TWC	444	User Experience	No	3
<i>Section sub-total:</i>				12
<b>Elective Concentration Courses</b>				
A minimum of 3 credit hours must be upper division.				
<b>Prefix</b>	<b>Number</b>	<b>Title</b>	<b>Is this a new Course?</b>	<b>Credit Hours</b>
GIT	210	Creative Thinking and Design Visualization	No	3
GIT	402	New Media Internet Technologies	No	3
HSE	224	Applied Social Science	No	3
HSE	225	Human Systems Integration	No	3
HSE	230	Statistics for Human Systems Research I	No	3
HSE	290	Experimental Methods for Human Systems Research	No	3
HSE	324	Applied Cognitive Science	No	3
HSE	390	Qualitative Research Methods	No	3
HSE	428	Judgment and Decision Making	No	3
TWC	414	Visualizing Data and Information	No	3
TWC	445	Content Management and Topic-Based Authoring	No	3

			<i>Section sub-total:</i>	9
<b>Other Concentration Requirements</b>				<b><u>Credit Hours</u></b>
<i>E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills as applicable</i>				
Students must take 12 credits in a related area (minimum of 9 credits upper division). Select courses that will provide you with additional technical expertise in an area related to your career interest. For example: Software industry- courses in software engineering; Web authoring - courses in internet and web development; Design-related fields - courses in graphic information technology. Related area courses should be selected in consultation with a Technical Communication advisor.			No	12
Upper Division TWC Elective			No	6
Upper Division TWC 44* or 45* Elective			No	3
TWC	490	Capstone	No	3
			<i>Section subtotal:</i>	15
<b>Total minimum credit hours required for concentration</b>				<b>60</b>

**D.** A minimum residency requirement: How many hours of the concentration must be ASU credit? **15**

**E.** Provide a brief course description for each new course.

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

N/A

**4. Administration and Resources**

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

The user experience concentration will be administered through the existing structures for the BS program in technical communication.

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

	<b>1<sup>st</sup> Year</b>	<b>2<sup>nd</sup> Year</b> (Yr 1 continuing + new entering)	<b>3<sup>rd</sup> Year</b> (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.

No additional resources will be required.

**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.

<b>Name</b>	<b>Title</b>	<b>Area(s) of Specialization as they relate to proposed concentration</b>
Tatiana Batova	Assistant Professor, Technical Communication	User Experience, Global Issues, Technical Communication
Eva Brumberger	Program Head, Technical Communication; Associate Professor	Visual Communication, Intercultural Communication, Technical Communication
Claire Lauer	Associate Professor, Technical Communication	Visual Communication, Data Visualization, Technical Communication
Andrew Mara	Director, College of Integrative Sciences and Arts UX Center Associate Professor, Technical Communication	User Experience, Technical Communication
Russ Branaghan	Associate Professor, Human Systems Engineering	Product Development User Experience
Rob Gray	Head, Human Systems Engineering; Associate Professor	Driving and Aviation User Experience
Christina Carrasquila	Lecturer, Graphic Information Technology	User Experience
Susan Squires	Program Head, Graphic Information Technology; Lecturer	User Experience and Web Development

**5. Additional Materials**

- A. Prepare and attach a Major Map. Please use the "proposed map" function to create a Major Map in BAMB. This feature is explained in the training document available on help.asu.edu.
- 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.

**PROVOST OFFICE APPROVAL(S)**

**This proposal has been approved by all necessary Provost office levels of review. I recommend implementation of the proposed organizational change.**

**Office of the University Provost**

**Signature**

**Date:** / /20

*Note: An electronic signature, email, or a PDF of the signed signature page is acceptable.*

**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:** User Experience

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

The user experience (UX) concentration is designed to provide technical communication majors with an interdisciplinary foundation in communication, research and design that is central to the rapidly growing area of UX. The concentration provides students with a conceptual understanding and applied skills in methods of gathering user information, analyzing data and communicating research findings to stakeholders. Although its disciplinary home and primary focus is technical communication, the concentration includes courses from human systems engineering and graphic information technology in order to provide students with the multiple perspectives and complementary skills needed for UX work.

**2. Contact and Support Information**

Office Location (Building & Room): SANCA 233  
 Campus Telephone Number: 480/727-1526  
 Program email address: cisa@asu.edu  
 Program website address: https://cisa.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**

- On-campus only** (ground courses and/or iCourses) (check campus(es)/locations below)
- ASU Online only** (all courses online)\*
- Both on-campus and ASU Online\***

*\* Note: Academic units must obtain prior approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) to offer programs through ASU Online.*

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

- Downtown     - Polytechnic     - Tempe     - Thunderbird     - 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. Technical communicators with expertise in user experience have numerous career opportunities in growth areas such as UX research, user-centered design, information design, interaction design, information architecture, content strategy and usability analysis.

**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.  
 COMM, DATVISUAL, DESIGNERS, DIGDES, DIGITALMED, DIGMED, HMNCMPINT, MULTIMEDIA, SOCIALMEDI, TECHCOMM, TECHGRAPCS, TECHWRTR, TECHWRITIN, USERCNTDSN, VISUALCOM, VISUALDES, WEB, WEBDESIGN

**8. Advising Committee Code**

List the existing advising committee code associated with this degree. UGLS06

*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 142

**11. Math Intensity**

- a. List the highest math required on the major map. (This will not appear on Degree Search.) MAT 142
- 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> General

**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/>.

27-3042		Technical Writers
27-3041		Editors
15-1134		Web Developers
27-1024		Graphic Designers

- 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.")

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

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

- |  |  |
|--|--|
| <input type="checkbox"/> <b>Architecture &amp; Construction</b>                | <input type="checkbox"/> <b>Health &amp; Wellness</b>                      |
| <input type="checkbox"/> <b>Arts</b>   | <input type="checkbox"/> <b>Humanities</b>                                 |
| <input type="checkbox"/> <b>Business</b>                                       | <input type="checkbox"/> <a href="#">Interdisciplinary Studies</a>         |
| <input checked="" type="checkbox"/> <a href="#">Communications &amp; Media</a> | <input type="checkbox"/> <a href="#">Law, Justice &amp; Public Service</a> |
| <input type="checkbox"/> <b>Computing &amp; Mathematics</b>                    | <input type="checkbox"/> <a href="#">STEM</a>                              |
| <input type="checkbox"/> <b>Education &amp; Teaching</b>                       | <input type="checkbox"/> <a href="#">Science</a>                           |
| <input type="checkbox"/> <a href="#">Engineering &amp; Technology</a>          | <input type="checkbox"/> <a href="#">Social and Behavioral Sciences</a>    |
| <input type="checkbox"/> <b>Entrepreneurship</b>                               | <input type="checkbox"/> <b>Sustainability</b>                             |
| <input type="checkbox"/> <a href="#">Exploratory</a>                           |  |

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

- |  |  |
|--|--|
| <input type="checkbox"/> <b>Architecture &amp; Construction</b>                  | <input type="checkbox"/> <b>Health &amp; Wellness</b>                              |
| <input type="checkbox"/> <b>Arts</b>   | <input type="checkbox"/> <b>Humanities</b>   |
| <input type="checkbox"/> <b>Business</b>   | <input type="checkbox"/> <a href="#">Interdisciplinary Studies</a>                 |
| <input type="checkbox"/> <a href="#">Communications &amp; Media</a>              | <input type="checkbox"/> <a href="#">Law, Justice &amp; Public Service</a>         |
| <input type="checkbox"/> <b>Computing &amp; Mathematics</b>                      | <input type="checkbox"/> <a href="#">STEM</a>                                      |
| <input type="checkbox"/> <b>Education &amp; Teaching</b>                         | <input type="checkbox"/> <a href="#">Science</a>                                   |
| <input checked="" type="checkbox"/> <a href="#">Engineering &amp; Technology</a> | <input checked="" type="checkbox"/> <a href="#">Social and Behavioral Sciences</a> |
| <input type="checkbox"/> <b>Entrepreneurship</b>                                 | <input type="checkbox"/> <b>Sustainability</b>                                     |
| <input type="checkbox"/> <a href="#">Exploratory</a>                             |  |

**The following fields are to be completed by the Office of the University Provost.**

**CIP Code:**

**Plan Code:**







# 2017 - 2018 Major Map




## Technical Communication User Experience, (Proposed)




School/College:

WVJGZCZ

Term 1 0 - 16 Credit Hours <u>Critical course signified by</u> 	Hours	Minimum Grade	Notes
 <u>HSE 101: Introduction to Human Systems Engineering (SB) OR PSY 101: Introduction to Psychology (SB)</u>	3	C	<ul style="list-style-type: none"> <li>Select your <u>career interest</u> area and play <u>me3@ASU</u>.</li> </ul>
<u>ASU 101: The ASU Experience</u>	1		
<u>ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition</u>	3	C	
<u>Cultural Diversity in the U.S. (C)</u>	3		
<u>Mathematics (MA)</u>	3		
<u>Elective</u>	3		
Term hours subtotal:	16		

Term 2 17 - 32 Credit Hours <u>Critical course signified by</u> 	Hours	Minimum Grade	Notes
<u>ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition</u>	3	C	<ul style="list-style-type: none"> <li>Join a <u>student club</u> or professional organization.</li> </ul>
<u>Computer/Statistics/Quantitative Applications (CS)</u>	3		
<u>Humanities, Arts and Design (HU)</u>	3		
<u>Natural Science - Quantitative (SQ)</u>	4		
<u>Social-Behavioral Sciences (SB)</u>	3		
 Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
Term hours subtotal:	16		

Term 3 33 - 48 Credit Hours <u>Critical course signified by</u> 	Hours	Minimum Grade	Notes
 <u>Concentration Elective Course</u>	3	C	<ul style="list-style-type: none"> <li>Secure a <u>part-time job</u> or <u>volunteer experience</u>.</li> </ul>
<u>Global Awareness (G)</u>	3		
<u>Humanities, Arts and Design (HU)</u>	3		
<u>Natural Science - Quantitative (SQ) OR Natural Science - General (SG)</u>	4		
<u>Elective</u>	3		
 Complete Mathematics (MA) requirement.			
Term hours subtotal:	16		

Term 4 49 - 63 Credit Hours <u>Critical course signified by</u> 	Hours	Minimum Grade	Notes
 <u>Concentration Elective Course</u>	3	C	<ul style="list-style-type: none"> <li>Students must take 12 credits in a related area (minimum of 9 credits upper division). Select courses that will provide you with additional technical expertise in an area related to your career interest. For example: Software industry- courses in software engineering; Web authoring - courses in internet and web development; Design-related fields - courses in graphic</li> </ul>
 <u>Related Area Course</u>	3	C	
<u>Historical Awareness (H)</u>	3		
<u>Complete 2 courses:</u>	6		
<u>Elective</u>	6		
Term hours subtotal:	15		

information technology. Related area courses should be selected in consultation with a Technical Communication advisor.

Term 5 64 - 78 Credit Hours <u>Necessary course signified by</u> ★	Hours	Minimum Grade	Notes
★ <u>TWC 301: Fundamentals of Writing for Digital Media (L)</u>	3	C	<ul style="list-style-type: none"> <li>• <u>Network</u> in your career interest area.</li> </ul>
★ <u>TWC 401: Fundamentals of Technical Communication (L)</u>	3	C	
<u>HSE 325: Human-Computer Interaction</u>	3	C	
<u>TWC Upper Division Elective</u>	3	C	
<u>Upper Division Humanities, Arts and Design (HU) OR Upper Division Social-Behavioral Sciences (SB)</u>	3		
Term hours subtotal:	15		

Term 6 79 - 93 Credit Hours <u>Necessary course signified by</u> ★	Hours	Minimum Grade	Notes
★ <u>TWC 411: Principles of Visual Communication (L)</u>	3	C	<ul style="list-style-type: none"> <li>• Students must take 12 credits in a related area (minimum of 9 credits upper division). Select courses that will provide you with additional technical expertise in an area related to your career interest. For example: Software industry-courses in software engineering; Web authoring - courses in internet and web development; Design-related fields - courses in graphic information technology. Related area courses should be selected in consultation with a Technical Communication advisor.</li> <li>• Research <u>employment opportunities</u>.</li> </ul>
<u>GIT 340: Information Design and Usability</u>	3	C	
<u>TWC 431: Principles of Technical Editing</u>	3	C	
<u>TWC Upper Division Elective</u>	3	C	
<u>Upper Division Related Area Course</u>	3	C	
Term hours subtotal:	15		

Term 7 94 - 108 Credit Hours <u>Necessary course signified by</u> ★	Hours	Minimum Grade	Notes
★ <u>TWC 421: Principles of Web Authoring (L)</u>	3	C	<ul style="list-style-type: none"> <li>• Students must take 12 credits in a related area (minimum of 9 credits upper division). Select courses that will provide you with additional technical expertise in an area related to your career interest. For example: Software industry-courses in software engineering; Web authoring - courses in internet and web development; Design-related fields - courses in graphic information technology. Related area courses should be selected in consultation with a Technical Communication advisor.</li> <li>• Gather <u>professional references</u>.</li> <li>• Apply for <u>full-time career opportunities</u></li> </ul>
<u>TWC 444: User Experience</u>	3	C	
<u>Upper Division Concentration Elective Course</u>	3	C	
<u>Upper Division Related Area Course</u>	3	C	
<u>Elective</u>	3		
Term hours subtotal:	15		

Term 8 109 - 120 Credit Hours <u>Necessary course signified by</u> ★	Hours	Minimum Grade	Notes
★ <u>TWC 490: Capstone</u>	3	C	<ul style="list-style-type: none"> <li>• Students must take 12 credits in a related area (minimum of 9 credits upper division). Select courses that will provide you with additional technical expertise in an area related to your career interest. For example: Software industry-courses in software engineering; Web authoring - courses in internet and web development;</li> </ul>
<u>TWC 44* Elective OR TWCC 45* Elective</u>	3	C	
<u>Upper Division Related Area Course</u>	3	C	
<u>Elective</u>	3		
Term hours subtotal:	12		

Design-related fields - courses in graphic information technology. Related area courses should be selected in consultation with a Technical Communication advisor.

Hide Course List(s)/Track Group(s)

Concentration Elective Courses (9 Credits total, 3 Upper Division Credits minimum)

GIT 210: Creative Thinking and Design Visualization

GIT 402: New Media Internet Technologies

HSE 224: Applied Social Science (SB)

HSE 225: Human Systems Integration

HSE 230: Statistics for Human Systems Research I (CS)

HSE 290: Experimental Methods for Human Systems Research (L)

HSE 324: Applied Cognitive Science (SB)

HSE 390: Qualitative Research Methods (L)

HSE 428: Judgment and Decision Making

TWC 414: Visualizing Data and Information

TWC 445: Content Management and Topic-Based Authoring

**Total Hours:** 120

**Upper Division Hours:** 45 minimum

**Major GPA:** 2.00 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 2017 - 2018 academic year.

## APPENDIX II

### Proposal to Establish an Undergraduate Concentration College of Integrative Sciences and Arts

#### BS in Technical Communication (User Experience)

The College of Integrative Sciences and Arts Curriculum Committee approved the proposal for the undergraduate concentration in user experience on March 1, 2017.

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#### Impact Statement – College of Liberal Arts and Sciences

**From:** George Justice  
**Sent:** Wednesday, February 22, 2017 11:26 AM  
**To:** Duane Roen <[Duane.Roen@asu.edu](mailto:Duane.Roen@asu.edu)>  
**Subject:** Re: User Experience Concentration, Technical Communication - Impact Statements

Dear Duane,

I strongly support your establishment of the User Experience Concentration in Technical Communication. This does not overlap with our offerings. The program looks to be very focused on what students can learn in a transdisciplinary approach to technical communication. Good luck with getting this off the ground.

Best,  
George

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George Justice  
Dean of Humanities  
Associate Vice President for Humanities and Arts  
Arizona State University  
[George.Justice@asu.edu](mailto:George.Justice@asu.edu)  
@deangeojustice  
For appointments: [Jessica.Boydston@asu.edu](mailto:Jessica.Boydston@asu.edu)

#### Impact Statement – Fulton Schools of Engineering

**From:** Ann McKenna  
**Sent:** Thursday, February 23, 2017 6:57 PM  
**To:** Duane Roen <[Duane.Roen@asu.edu](mailto:Duane.Roen@asu.edu)>  
**Subject:** Re: User Experience Concentration, Technical Communication - Impact Statement

Hi Duane,

The Polytechnic School supports CISA's user experience concentration. As you noted, TPS (HSE and GIT) will also be submitting proposals for a concentration in user experience and we will share those with you when completed.

Best,  
Ann