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 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:	Ira A. Fulton Schools of Engineering
Department/Division/School:	The Polytechnic School
Proposing Faculty Group (*if applicable*):	Faculty of Graphic Information Technology
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 in Graphic Information Technology
Proposed Concentration Name:	User Experience
What is the first catalog year available for students to select on the undergraduate application for this program?	2019-20
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:	Susan Squire	**Title:**	Program Chair, Graphic Information Technology
Phone number:	480-727-1325	**Email:**	susan.squire@asu.edu

DEAN APPROVAL(S)

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

College/School/Division Dean name: James S. Collofello

Signature _____ **Date:** / /20

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 user experience (UX) concentration is designed to provide BS in Graphic Information Technology majors with an interdisciplinary foundation in design, research, and communication to prepare them for 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 through visual design technologies. Although its disciplinary home and primary focus is Graphic Information Technology, the concentration will include courses from Human Systems Engineering (HSE) and Technical Communication (TWC) 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, the direction of the discipline, and interdisciplinary considerations). How will the new concentration complement the existing degree program?

The field of user experience (UX) is rapidly growing and there are many job opportunities for Graphic Information Technology 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 audience-focused communicators who can craft clear and compelling messages, collaborate with both clients and technical personnel and lead teams. Graphic Information Technology majors are well positioned for these roles and the concentration will complement the GIT major with an additional grounding in UX research methods, usability, and technical communication 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 Graphic Information Technology faculty has approved the concentration. The concentration will not require any additional resources and all the courses for the concentration are existing courses in GIT, HSE, and TWC.

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.)

Technical Communication and Human Systems Engineering will be offering user experience (UX) concentrations within their BS degree programs as well. Each of the concentrations will draw on courses from GIT, HSE, and TWC, but students will focus on user experience as it relates to the parent discipline. Thus, the programs will complement one another rather than compete.

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

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 Graphic Information Technology (User Experience) will be able to:

- Demonstrate an understanding of key concepts and best practices in user experience
- Demonstrate an 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 design problems
- Analyze user experience data through qualitative and quantitative methods
- Demonstrate the 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 BS in Graphic Information Technology degree.

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.

Required Core Courses for the Degree/Major				
Prefix	**Number**	***Title***	***Is this a new Course?***	**Credit Hours**
GIT	135	Graphic Communications	NO	3
GIT	210	Creative Thinking and Design Visualization	NO	3
GIT	215	Introduction to Web Authoring	NO	3
GIT	230	Digital Illustration in Publishing	NO	3
GIT	250	Introduction to Commercial Print	NO	3
GIT	303	Digital Publishing	NO	3
GIT	314	Multimedia Design, Planning and Storyboards	NO	3
GIT	315	Digital Video Techniques	NO	3
GIT	384	Commercial Photography	NO	3
GIT	413	Professional Portfolio Design and Presentation	NO	3
GIT	432	Graphic Industry Business Practices	NO	3
GIT	450	Digital Workflow in Graphic Industries	NO	3
GIT	480	Senior Project	NO	3
HSE	101	Introduction to Human Systems Engineering	NO	3
HSE	230	Statistics for Human Systems Research I	NO	3
HSE	290	Experimental Methods for Human Systems Research	NO	3
TMC	110	Understanding the Enterprise	NO	3
TWC	451	Copyright and Intellectual Property in the Electronic Age	NO	3
			Section sub-total:	54

Required Concentration Courses				
Prefix	**Number**	***Title***	***Is this a new Course?***	**Credit Hours**
GIT	337	Web Content Design	NO	3
GIT	340	Information Design and Usability	NO	3
GIT	414	Web Site Design and Internet/Web Technologies	NO	3
HSE	225	Human Systems Integration	NO	3
HSE	325	Human-Computer Interaction	NO	3
HSE	390	Qualitative Research Methods	NO	3
TWC	301	Fundamentals of Writing for Digital Media	NO	3
TWC	414	Visualizing Data and Information	NO	3
TWC	444	User Experience	NO	3
			Section sub-total:	27
Elective Concentration Courses				
Prefix	**Number**	***Title***	***Is this a new Course?***	***Credit Hours***
GIT	XXX		NO	3
			Section sub-total:	3
Other Concentration Requirements ***E.g.*** **–** Capstone experience, i*nternship, clinical requirements, field studies, foreign language skills as applicable*				**Credit Hours**
			Section subtotal:	0
			Total minimum credit hours required for concentration	**84**

D. A minimum residency requirement: How many hours of the concentration must be ASU credit? 30

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 Graphic Information Technology.

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)	25	50	75

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

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
Susan Squire	Program Chair, Lecturer, GIT, Co-Director DULL	User Experience and Web Development
Christina Carrasquilla	Lecturer, GIT, Co-Director DULL	Design, User Experience, Web Development
Deborah Prewitt	Lecturer, GIT, Co-Director DULL	User Experience and Web Development
Rob Gray	Program Chair, HSE, Associate Professor	Driving and Aviation User Experience
Russell Branaghan	Associate Professor, HSE	Product Development User Experience
Eva Brumberger	Program Head, TWC, Associate Professor	Visual Communication, Intercultural Communication, Technical Communication
Claire Lauer	Associate Professor, TWC	Visual Communication, Data Visualization, Technical Communication
Andrew Mara	Associate Professor, TWC, Director CISA UX Center	User Experience/Technical Communication

5. 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 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.

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 Major and Concentration Name: Graphic Information Technology (User Experience)

1. **Marketing Description** (Optional. 50 words maximum. The marketing description should not repeat content found in the program description.)

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

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

3. **Contact and Support Information**

Office Location (Building & Room):	WANER 240
Campus Telephone Number:	480-727-1874
Program email address:	polyadvising@asu.edu
Program website address:	https://poly.engineering.asu.edu/git/

4. **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 ☒

5. **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.

6. **Career Opportunities & Concentration(s)**
   Provide a brief description of career opportunities available for this degree program with the proposed concentration.
   Graphic information technology graduates who have some expertise in user experience have numerous career opportunities in areas such as user experience research, user-centered design, information design, interaction design, information architecture, content strategy and usability analysis.

7. **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

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

   DESIGNRES, Design Res, Design Research
   DIGDES, Digital De, Digital Design
   DIGITALMED, Digital Me, Digital Media
   DIGMED, Digital Me, Digital Media
   HUMANFACT, Human Fact, Human Factors
   HUMCOMPINT, Human-Computer Interaction
   PSYCHOLOGY, Psychology, Psychology
   INTERACDES, Interactio, Interaction Design
   INTERFACE, Interface Design
   DIGVISDSR, Digital Vi, Digital Visualization Designer
   GRAPHDES, Graphic De, Graphic Design
   MULTIMEDIA Multimedia, Multimedia
   USABIL Usability Usabilty ***NEW
   USERCNTDSN, User-Cente, User-Centered Design
   VISUALCOM, Visual Com, Visual Communication
   VISUALDES, Visual Des, Visual Design
   WEB, Web, Web
   WEBDESIGN, Web Design, Web Design

9. **Advising Committee Code**
   List the existing advising committee code associated with this degree. UGES68

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

10. **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
    Yes

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

11. **First Required Math Course** List the first math course required in the major map. MAT 170

12. **Math Intensity**

    a. List the highest math required on the major map. (This will not appear on Degree Search.) MAT 170

    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

13. **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/.

15-1134.00	Web Developers
27-1024.00	Graphic Designers
27-3042.00	Technical Writers
17-2112.01	Human Factors Engineers and Ergonomists

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.")

14. Area(s) of Interest

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

- ☐ Architecture & Construction
- ☐ Arts
- ☐ Business
- ☐ Communications & Media
- ☐ Computing & Mathematics
- ☐ Education & Teaching
- ☒ Engineering & Technology
- ☐ Entrepreneurship
- ☐ Exploratory
- ☐ Health & Wellness
- ☐ Humanities
- ☐ Interdisciplinary Studies
- ☐ Law, Justice & Public Service
- ☐ STEM
- ☐ Science
- ☐ Social and Behavioral Sciences
- ☐ Sustainability

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

- ☐ Architecture & Construction
- ☐ Arts
- ☐ Business
- ☐ Communications & Media
- ☐ Computing & Mathematics
- ☐ Education & Teaching
- ☐ Engineering & Technology
- ☐ Entrepreneurship
- ☐ Exploratory
- ☐ Health & Wellness
- ☐ Humanities
- ☐ Interdisciplinary Studies
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- ☒ STEM
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- ☐ Sustainability

ASU ARIZONA STATE UNIVERSITY

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Department/Division/School:	The Polytechnic School
Proposing Faculty Group (*if applicable*)**:**	Faculty of Graphic Information Technology
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Campus/Locations: indicate all locations where this program will be offered.

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

Name:	Susan Squire	**Title:**	Program Chair, Graphic Information Technology
Phone number:	480-727-1325	**Email:**	susan.squire@asu.edu

DEAN APPROVAL(S)

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

College/School/Division Dean name: James S. Collofello

Signature J S Collofello **Date:** 9/6/2018

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.

2019 - 2020 Major Map

Graphic Information Technology (User Experience), (Proposed)

School/College:
AMHZSCA

Term 1 0 - 16 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
GIT 135: Graphic Communications	3		• An SAT, ACT, Accuplacer, IELTS, or TOEFL score determines placement into first-year composition courses • Mathematics Placement Test score determines placement in mathematics course • ASU 101 is required of all freshman students; FSE 310 is required for all new transfer students. • Prep for success using the Freshman Guide. • Join a Fulton community. • Explore engineering and technical professions.
ASU 101-TPS: The ASU Experience OR FSE 310: Transfer Success in Engineering	1		
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	
GIT 210: Creative Thinking and Design Visualization	3		
MAT 170: Precalculus (MA)	3	C	
Humanities, Arts and Design (HU) AND Historical Awareness (H)	3		
Term hours subtotal:	16		

Term 2 16 - 32 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
GIT 230: Digital Illustration in Publishing	3		• Create a Handshake profile. • Get involved with EPICS, the Generator Labs, and the Fulton Start-Up Center.
GIT 250: Introduction to Commercial Print	3		
HSE 101: Introduction to Human Systems Engineering (SB)	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	
Natural Science - Quantitative (SQ)	4		
Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
Term hours subtotal:	16		

Term 3 32 - 48 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
GIT 215: Introduction to Web Authoring	3		• Prep for success using the Sophomore Guide.
HSE 230: Statistics for Human Systems Research I (CS)	3	C	
TMC 110: Understanding the Enterprise	3		
Humanities, Arts and Design (HU) AND Global Awareness (G)	3		
Natural Science - General (SG) OR Natural Science - Quantitative (SQ)	4		
Complete Mathematics (MA) requirement.			
Term hours subtotal:	16		

Term 4 48 - 60 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
HSE 225: Human Systems Integration	3		• Pursue an undergraduate research experience. • Apply for internships. • Attend career fairs and events.
HSE 290: Experimental Methods for Human Systems Research (L)	3		
Social-Behavioral Sciences (SB) AND Cultural Diversity in the U.S. (C)	3		

Elective	3	
Term hours subtotal:	12	

Term 5 60 - 75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ GIT 337: Web Content Design	3		• Plan for success using the Junior Guide. • Network at student organization competitions or professional societies.
★ GIT 384: Commercial Photography	3		
GIT 303: Digital Publishing	3		
GIT 315: Digital Video Techniques	3		
TWC 451: Copyright and Intellectual Property in the Electronic Age	3		
Term hours subtotal:	15		

Term 6 75 - 90 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ GIT 314: Multimedia Design, Planning and Storyboards	3		• Research and prepare for graduate school. • Apply for a Fulton Schools 4+1 program. • Develop a professional profile online.
GIT 340: Information Design and Usability	3		
GIT 414: Web Site Design and Internet/Web Technologies	3		
HSE 390: Qualitative Research Methods (L)	3		
Upper Division Humanities, Arts and Design (HU) OR Upper Division Social-Behavioral Sciences (SB)	3		
★ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).			
Term hours subtotal:	15		

Term 7 90 - 105 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ GIT 450: Digital Workflow in Graphic Industries	3		• Plan for success using the Senior Guide. • Use Handshake to apply for full-time positions.
★ HSE 325: Human-Computer Interaction	3		
TWC 301: Fundamentals of Writing for Digital Media (L)	3		
TWC 414: Visualizing Data and Information	3		
Elective	3		
Term hours subtotal:	15		

Term 8 105 - 120 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ GIT 413: Professional Portfolio Design and Presentation	3		• Complete an in-person or virtual practice interview.
★ GIT 432: Graphic Industry Business Practices	3		
★ GIT 480: Senior Project	3		
TWC 444: User Experience	3		
GIT Elective	3		
Term hours subtotal:	15		

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

Total Hours: 120
Upper Division Hours: 45 minimum

General University Requirements Legend

General Studies Core Requirements:

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

- 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 2019 - 2020 academic year.

2019 - 2020 Major Map

Graphic Information Technology (User Experience), (Proposed)

School/College:
KQUSSFQ

Term 1 - A 0 - 7 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
ASU 101-TPS: The ASU Experience OR FSE 310: Transfer Success in Engineering	1		• An SAT, ACT, Accuplacer, IELTS, or TOEFL score determines placement into first-year composition courses • Mathematics Placement Test score determines placement in mathematics course • ASU 101 is required of all freshman students; FSE 310 is required for all new transfer students. • Prep for success using the Freshman Guide.
GIT 135: Graphic Communications	3		
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	
Term hours subtotal:	7		

Term 1 - B 7 - 16 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
GIT 210: Creative Thinking and Design Visualization	3		• Join a Fulton community. • Explore engineering and technical professions.
MAT 170: Precalculus (MA)	3	C	
Humanities, Arts and Design (HU) AND Historical Awareness (H)	3		
Term hours subtotal:	9		

Term 2 - A 16 - 22 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
GIT 230: Digital Illustration in Publishing	3		• Create a Handshake profile.
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	
Term hours subtotal:	6		

Term 2 - B 22 - 32 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
GIT 250: Introduction to Commercial Print	3		• Get involved with EPICS, the Generator Labs, and the Fulton Start-Up Center.
HSE 101: Introduction to Human Systems Engineering (SB)	3	C	
Natural Science - Quantitative (SQ)	4		
Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
Term hours subtotal:	10		

Term 3 - A 32 - 42 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
GIT 215: Introduction to Web Authoring	3		• Prep for success using the Sophomore Guide.
TMC 110: Understanding the Enterprise	3		
Natural Science - General (SG) OR Natural Science - Quantitative (SQ)	4		
Term hours subtotal:	10		

Term 3 - B 42 - 48 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes

HSE 230: Statistics for Human Systems Research I (CS)	3	C
Humanities, Arts and Design (HU) AND Global Awareness (G)	3	
Complete Mathematics (MA) requirement.		
Term hours subtotal:	6	

Term 4 - A 48 - 54 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
HSE 225: Human Systems Integration	3		• Pursue an undergraduate research experience. • Apply for internships. • Attend career fairs and events.
Social-Behavioral Sciences (SB) AND Cultural Diversity in the U.S. (C)	3		
Term hours subtotal:	6		

Term 4 - B 54 - 60 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
HSE 290: Experimental Methods for Human Systems Research (L)	3		
Elective	3		
Term hours subtotal:	6		

Term 5 - A 60 - 69 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
GIT 337: Web Content Design	3		• Plan for success using the Junior Guide. • Network at student organization competitions or professional societies.
GIT 303: Digital Publishing	3		
TWC 451: Copyright and Intellectual Property in the Electronic Age	3		
Term hours subtotal:	9		

Term 5 - B 69 - 75 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
GIT 384: Commercial Photography	3		
GIT 315: Digital Video Techniques	3		
Term hours subtotal:	6		

Term 6 - A 75 - 81 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
GIT 314: Multimedia Design, Planning and Storyboards	3		• Research and prepare for graduate school . • Apply for a Fulton Schools 4+1 program. • Develop a professional profile online.
HSE 390: Qualitative Research Methods (L)	3		
Term hours subtotal:	6		

Term 6 - B 81 - 90 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
GIT 340: Information Design and Usability	3		
GIT 414: Web Site Design and Internet/Web Technologies	3		
Upper Division Humanities, Arts and Design (HU) OR Upper Division Social-Behavioral Sciences (SB)	3		
Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).			
Term hours subtotal:	9		

Term 7 - A 90 - 99 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
GIT 450: Digital Workflow in Graphic Industries	3		• Plan for success using the Senior Guide.

TWC 301: Fundamentals of Writing for Digital Media (L)	3		• Use Handshake to apply for full-time positions.
Elective	3		
Term hours subtotal:	9		

Term 7 - B 99 - 105 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ HSE 325: Human-Computer Interaction	3		
TWC 414: Visualizing Data and Information	3		
Term hours subtotal:	6		

Term 8 - A 105 - 114 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ GIT 413: Professional Portfolio Design and Presentation	3		• Complete an in-person or virtual practice interview.
★ GIT 432: Graphic Industry Business Practices	3		
TWC 444: User Experience	3		
Term hours subtotal:	9		

Term 8 - B 114 - 120 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ GIT 480: Senior Project	3		
GIT Elective	3		
Term hours subtotal:	6		

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

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 2019 - 2020 academic year.

BS in Graphic Information Technology (User Experience)

Status:UOEEE Provisional Approval

Comments:UOEEE Provisional Approval

Element Outcome Measure Description

Outcome	1		Demonstrate understanding of key concepts and best practices in User Experience.
Measure	1	1	Information architecture assignment from GIT340
PC	1	1	70% of students will attain a score of 80% or higher on assessment rubric items, specifically: using appropriate research method; assembling appropriate IA, including categories and labels; using appropriate approach; thoroughly explaining IA and supporting with user research. These criteria represent 70% of the assignment grade.
Measure	1	2	Usability Testing Materials assignment from GIT340
PC	1	2	70% of the students will attain a score of 80% or higher on the following assessment rubric items: As a team, students create questions for a pre-test and post-test questionnaire, as well as scenarios and tasks that are based on previous user-experience and usability testing in the class. These criteria represent 100% of the assignment grade.

Outcome	2		Demonstrate ability to guide a project through a development cycle using industry standard tools and techniques.
Measure	2	1	Web typography assignment from GIT237
PC	2	1	70% of students will attain a score of 80% or higher on assessment rubric items, specifically: brainstorm, sketch, design, and build a wedding invitation for a persona using sketchpad and paper, Photoshop, HTML, and CSS. These three criteria represent 100% of the assignment grade.
Measure	2	2	Website pitches assignment in GIT414
PC	2	2	70% of the students will attain a score of 80% or higher on the following assessment rubric items: Presenting an original idea for a website and pitching the idea to the class. Students must fully realize the idea, and must use the website planning development cycle that includes knowing the audience, clarifying the site goals, and determining the site content and architecture. These criteria represent 100% of the assignment grade.
Measure	2	3	Website review assignment from GIT340
PC	2	3	70% of students will attain a score of 80% or higher on assessment rubric items, specifically: thoroughly and appropriately reviewing a website for the industry-standard elements of user experience. This criterion represents 100% of the assignment grade.

Element	Outcome	Measure	Description
Outcome	3	0	Apply individual and collaborative skills in design-based problem solving
Measure	3	1	Heuristic Evaluation Assignment in GIT340
PC	3	1	70% of students will attain a score of 80% or higher on assessment rubric items, specifically: (in team) choose industry-standard heuristics and industry-standard rating scale and (individually) perform a heuristic evaluation on the team's chosen website. These criteria represent 25% of the assignment grade.
Measure	3	2	Website Discovery Document Assignment in GIT414
PC	3	2	70% of students will attain a score of 80% or higher on assessment rubric items, specifically: Brainstorming the idea for a website with their teams and, as a team, completing the website discovery document that includes the website goals and objectives, target audience, content and functionality, search engine optimization considerations, and design considerations. These criteria represent 100% of the assignment grade.
Measure	3	3	Usability Testing Materials Assignment in GIT340
PC	3	3	70% of students will attain a score of 80% or higher on assessment rubric items, specifically: based on individual and team heuristic and IA evaluations, create materials for use in observation-based usability testing, including survey questions for pre- and post-test questionnaires and scenarios and tasks for participants to perform on the team's chosen site. These criteria represent 100% of the assignment grade.
Outcome	4	0	Analyze user experience data through qualitative and quantitative methods.
Measure	4	1	User Research and Persona Assignment in GIT340
PC	4	1	70% of students will attain a score of 80% or higher on assessment rubric items, specifically: minimum information about users included, interviews/surveys conducted with appropriate questions, create three fully designed personas with information consistent with user research. These criteria represent 100% of the assignment grade.
Measure	4	2	Data Analysis and Presentation of Findings assignment in GIT340
PC	4	2	70% of students will attain a score of 80% or higher on assessment rubric items, specifically: as a team, analyzing data from observation-based usability testing; creating professional presentation to give in front of class that reports major findings from data. These criteria represent 100% of the assignment grade.
Outcome	5	0	Analyze and evaluate existing designs and contexts of use to identify problems and develop approaches for improving user experience.
Measure	5	1	Prototype assignment in GIT237
PC	5	1	70% of students will attain a score of 80% or higher on assessment rubric items, specifically: designing a mockup in Photoshop complete with title, navigation, images, and a share/like function and outputting to a fully interactive prototype in Invision App. These criteria represent 100% of the assignment grade.
Measure	5	2	Site comps assignment (final assignment) in GIT340
PC	5	2	70% of students will attain a score of 80% or higher on assessment rubric items, specifically: creating comps for home page and three inside pages using data from user research and testing from entire semester; design appropriate layout and branding; explain design process using data as justification for design decisions. These criteria represent 100% of the assignment grade.

If you have questions, please e-mail assessment@asu.edu or call UOEEE at (480) 727-1731.

From: Robert Gray <robgray@asu.edu>
Date: March 10, 2017 at 5:14:33 AM MST
To: Susan Squire <Susan.Squire@asu.edu>, Russell Branaghan <Russell.Branaghan@asu.edu>
Cc: Cindy Boglin <Cindy.Boglin@asu.edu>
Subject: RE: Impact Statement for GIT/VDT UX Concentration

Hi Susan,

We in HSE are in support of the GIT UX Concentration.

Thanks,
Rob

From: Susan Squire
Sent: Thursday, March 09, 2017 1:51 PM
To: Russell Branaghan <Russell.Branaghan@asu.edu>; Robert Gray <robgray@asu.edu>
Cc: Cindy Boglin <Cindy.Boglin@asu.edu>
Subject: FW: Impact Statement for GIT/VDT UX Concentration

Hi Russ and Rob-I thought I had received an email from you stating that you are in support of our GIT UX Concentration, but I don't see it in my email. Can you please resend if you have already sent it, or reply to this email that you are in support of our UX Concentration?

Thanks.
Susan

Susan Squire
Program Chair | Lecturer | Honors Faculty
Graphic Information Technology
Arizona State University Polytechnic Campus
Ira A Fulton Schools of Engineering
Technology Center #102A | 480-727-1325
Susan.squire@asu.edu

From: Susan Squire <Susan.Squire@asu.edu>
Date: Thursday, March 2, 2017 at 2:05 PM
To: Russell Branaghan <Russell.Branaghan@asu.edu>, Eva Brumberger <Eva.Brumberger@asu.edu>
Subject: Impact Statement for GIT/VDT UX Concentration

Eva and Russ,

Attached is a proposal for the User Experience concentration in FSE's GIT/VDT degree. Would each of you kindly provide an impact statement for this?

From: Eva Brumberger
Sent: Saturday, March 04, 2017 1:20 PM
To: Susan Squire <Susan.Squire@asu.edu>; Russell Branaghan <Russell.Branaghan@asu.edu>
Subject: RE: Impact Statement for GIT/VDT UX Concentration

Hi Susan,

I fully support this proposal.

Eva

Eva R. Brumberger
Associate Professor & Program Head
Technical Communication
College of Integrative Sciences and Arts
Arizona State University
7271 E. Sonoran Arroyo Mall, 250D
Mesa, AZ 85212-2780

Eva.Brumberger@asu.edu
ph: 480.727.5981
fax: 480.727.1529

From: Susan Squire
Sent: Thursday, March 02, 2017 2:06 PM
To: Russell Branaghan; Eva Brumberger
Subject: Impact Statement for GIT/VDT UX Concentration

Eva and Russ,

Attached is a proposal for the User Experience concentration in FSE's GIT/VDT degree. Would each of you kindly provide an impact statement for this?

Thanks in advance,

Susan

Susan Squire
Program Chair | Lecturer | Honors Faculty
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Ira A Fulton Schools of Engineering
Technology Center #102A | 480-727-1325
Susan.squire@asu.edu