

The completed and signed proposal should be submitted by the Dean’s Office to: curriculumplanning@asu.edu. Before academic units can advertise undergraduate certificates 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 the University Senate, and be approved by the Office of the University Provost.

Definition and minimum requirements:

These are the minimum requirements for approval. Individual undergraduate certificates may have additional requirements.

An undergraduate certificate is a programmatic or linked series of courses from a single field or one that crosses disciplinary boundaries and may be freestanding or affiliated with a degree program. The certificate provides a structured and focused set of courses that can be used to enhance a student’s baccalaureate experience or professional development.

An undergraduate certificate program:

- Requires a minimum of 15 credit hours of which at least 12 credit hours must be upper division
- Requires a minimum grade of “C” or better for all upper-division courses
- Consists of courses that must directly relate in whole or large part to the purpose of the certificate. Example: Geographic area certificates must include only courses specific to the title of the certificate, other than a non-English language
- Is cross disciplinary; or,
 - Certified by a professional or accredited organization/governmental agency; or,
 - Clearly leads to advanced specialization in a field; or,
 - Is granted to a program that does not currently have a major

College/School/Institute: New College of Interdisciplinary Arts and Sciences
Department/Division/School: School of Humanities, Arts and Cultural Studies
Proposed certificate name: Arts and Humanities in Games
Requested effective date: 2019-2020

Delivery method and campus or location options: select all locations that apply

- Downtown Phoenix
 Polytechnic
 Tempe
 Thunderbird
 West
 Other: _____
 Both on-campus and ASU Online* - (check applicable campus(es) from options listed above)
 ASU Online only (all courses online and managed by ASU Online)

Note: Once students elect a campus or online option, students will not be able to move 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. Please contact Ed Plus then complete the ASU Online Offering form in [Curriculum ChangeMaker](#) to begin this request.


Proposal Contact

Name:	Louis G. Mendoza	Title:	Director and Professor
Phone number:	(602)543-6242	Email	louis.g.mendoza@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: Todd Sandrin
 Vice Provost/Dean, New College of Interdisciplinary Arts and Sciences

Signature		Date:	5/9/2018
College/School/Division Dean name: <i>(if more than one college involved)</i>	Signature	Date:	/ / 20

1. Overview

Provide a brief description of the new certificate.

The humanities disciplines are concerned with questions of human existence, meaning, the nature of thinking and knowing, and aesthetic experience. The goal of the certificate in *Arts and Humanities in Games* is to make the human mind more supple, critical, and expansive through an interdisciplinary approach that encompasses not only the design and development of toys and games, but also the qualitative study of them. This is a complementary approach to the study of games found in engineering. As of 2016, the game industry was a \$30.4 billion market and it is growing. This is a tremendous impact. Through foregrounding arts and humanities, graduates of this certificate become thought leaders, researchers, and strategists capable of harnessing this impact through novel, yet feasible, solutions in toy and game development and/or academic scholarship.

A. This proposed certificate (check one):

- is cross disciplinary; or
- is certified by a professional or accredited organization/governmental agency; or,
- clearly leads to advanced specialization in a field; or,
- is granted to a program that does not currently have a major

B. Why should this be a certificate rather than a concentration or a minor?

This certificate addresses professional development needs of game practitioners in understanding the impact of play on human growth. This certificate also provides focused areas of study in games and play for students pursuing other academic programs but who have an interests in this emerging field. The BA Interdisciplinary Arts and Performance (IAP) program does not have concentrations therefore, a concentration is not an available choice. Additionally, this is not proposed as a minor because the subject matter is related to the IAP program and is not entirely outside of the major.

C. Affiliation

If the certificate program is affiliated with a degree program, include a brief statement of how it will complement the program. If it is not affiliated with a degree program, incorporate a statement as to how it will provide an opportunity for a student to gain knowledge or skills not already available at ASU.

This certificate will complement the existing IAP program by offering a focus that addresses professional development needs of game practitioners in the area of understanding the impact of play on human growth.

D. Demand

Explain the need for the new certificate (e.g., market demand, interdisciplinary considerations).

The game industry is a \$30.4 billion market and it is growing. While there are a large number of programs that teach how to technically build games, this certificate will encompass not only the design and development of toys and games, but also the qualitative study of them. The goal is to make the human mind more supple, critical, and expansive through an interdisciplinary approach. This will impact not only game practitioners, but also the consumers of the products they build and the publications they produce. The demand for game programs in general is growing locally and nationwide. For example, Virginia Tech has 125 majors in the Creative Technologies program and the ASU’s School of Computing, Informatics, and Design Systems Engineering (CIDSE) Computer Gaming Certificate currently has 300 students.

E. Projected enrollment

What are enrollment projections for the first three years?

	1st Year	2nd Year (Yr. 1 continuing + new entering)	3rd Year (Yr. 1 & 2 continuing + new entering)
Number of Students (Headcount)	20	40	60

2. Support and Impact

A. Faculty governance

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

B. Other related programs

Identify other related ASU programs and outline how the new certificate 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.)

- 1) [Informatics Certificate or BIS Concentration](#): The humanities disciplines are concerned with questions of human existence, meaning, the nature of thinking and knowing, and aesthetic experience. The goal of the certificate in Arts and Humanities in Games is to make the human mind more supple, critical, and expansive through an interdisciplinary approach that encompasses not only the design and development of toys and games, but also the qualitative study of them. This is a complementary approach to the study of games found in engineering. The impact of the Art and Humanities in Games certificate on the Informatics certificate or BIS concentration will be positive since it will teach a different perspective on the development and interpretation of games and enhance the education of the students in this existing program.
- 2) [Computer Gaming Certificate](#): This certificate program, offered by the Computing and Informatics program at Ira Fulton Schools of Engineering, may take up to three years to complete, due to the prerequisite structure, and is rigorously grounded in mathematics. Our proposed certificate will appeal to students who desire to create games but who do not necessarily have or desire a background in engineering and/or informatics.
- 3) [BA in Digital Culture](#): The goal of the certificate in Arts and Humanities in Games is to make the human mind more supple, critical, and expansive through an interdisciplinary approach that encompasses not only the design and development of toys and games, but also the qualitative study of them. This is a complementary approach to the study of games found in the School of Arts, Media and Engineering. The impact of the Art and Humanities in Games certificate on this program should be positive since it will teach a difference perspective on the development and interpretation of games and enhance the education of the students in this existing program.

C. Letter(s) of support

Provide a supporting letter from each college/school dean from which individual courses are taken.

3. Academic Curriculum and Requirements

A. Knowledge, competencies, and skills

List the knowledge, competencies, and skills (learning outcomes) students should have when they complete this proposed certificate. Examples of program learning outcomes can be found at (<https://uoeee.asu.edu/assessment>).

Outcome 1: Integrate traditional art making techniques with digital components through experimenting with a variety of media to create toys, table top, and digital game playworks. Note, the term "playworks" is used in the same way that "artworks" has been used in traditional art programs to mean the creative research that students produce in the toy and game media.

Measure 1.1: Outcomes will be indirectly measured by the successful completion of program classes.

Performance Criterion 1.1: At least 75% of students will achieve a B or higher in a 300+ level Game Design course.

Measure 1.2: Outcome will be measured by the successful completion of IAP 362 Games and Narratology or IAP 462 Games and Play.

Performance Criterion 1.2: At least 75% of students will achieve scores of 75% or higher on their final project in IAP 362 Games and Narratology or IAP 462 Games and Play.

Outcome 2: Analyze and critique the playworks of others and their own creative process in order to synthesize, conceptualize and create playworks from idea to physical form.

Measure 2.1: Outcome will be measured by the successful participation in program Game Studies courses.

Performance Criterion 2.1: At least 75% of students will achieve a grade of B or higher in IAP 220 Introduction to Game Studies.

Measure 2.2: Outcome will be measured by the successful completion of final project in IAP 220 Introduction to Game Studies.

Performance Criterion 2.2: At least 75% of students will achieve a score of 80% or higher on their final project IAP 222 Introduction to Game Studies.

Outcome 3: Assimilate the play aesthetic experience as having social and historical relevance and develop mutual respect for others via an articulate and informed verbal and written critique process.

Measure 3.1: Outcome will be measured by the successful participation in program writing courses.

Performance Criterion 3.1: At least 75% of students will achieve a B or higher in COM 457 New Media or IAP 294 Games and Ethics.

Measure 3.2: Outcome will be measured by qualitative assessment of work produced in COM 457 New Media or IAP 222 Games and Ethics.

Performance Criterion 3.2: At least 75% of students will achieve a score of 75% or higher in final assignment in COM 457 New Media or IAP 222 Games and Ethics.

Outcome 4: Understand how the humanities (particularly philosophy, literature and cultural studies) help us to understand what toys, games, and play are, what they do and how we experience them. Students learn to employ theoretical and conceptual tools to critically analyze toys and games and model player experiences.

Measure 4.1: Outcome will be measured by the successful participation in program writing courses.

Performance Criterion 4.1: At least 75% of students receive a grade of B or higher in COM 457 New Media or IAP 294 Games and Ethics.

Measure 4.2: Outcome will be measured by qualitative assessment of work produced in program writing course COM 457 New Media or IAP 222 Games and Ethics.

Performance Criterion 4.2: At least 75% of students receive a grade of B or higher in final assignment for COM 457 New Media or IAP 222 Games and Ethics.

Outcome 5: Recognize and anticipate new technology and rapidly adapt to the changing technological landscape. Develop a professional degree of technical proficiency using computer hardware and software appropriate to the toy and game development industries.

Measure 5.1: Outcome will be measured by the successful completion of a playworks portfolio.

Performance Criterion 5.1: At least 85% of students participate in producing a playwork and participate in an online or print publication through a faculty approved venue about the development of that playwork.

Measure 5.2: Outcome will be measure by qualitative assessment of digital portfolio and publication effort.

Performance Criterion 5.2: At least 75% of students receive a grade of B or higher in on their digital portfolio and publication effort.

B. Enrollment criteria

Describe the procedures and any qualifications for enrollment in the proposed certificate. If they are identical to the admission criteria for the existing major and degree program under which this certificate will be established, please note that.

The enrollment criteria is identical to the existing Interdisciplinary Arts and Performance Bachelor of Arts.

C. Program Map

Attach a copy of the “proposed” map for this certificate program. Instructions on how to create a “proposed certificate map” in [BAMM](#) can be found in the [Build a Major Map Training Guide](#).

D. Curricular structure

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

Required Foundational Courses (6 Credit Hours)				
Prefix	Number	Title	Is this a new Course?	Credit Hours
COM	124	Media and Culture (C) OR	No	3
IAP	222	Games and Ethics	Yes	3
IAP	220	Introduction to Games Studies	Yes	3

				<i>Section sub-total:</i>	6
Gaming Emphasis Areas (9 Credit Hours) – Students will select three courses from one of four areas below:					
Prefix	Number	Title	Is this a new Course?	Credit Hours	
Toys and Games as Works of Art Emphasis Area					
IAP	362	Games and Narratology AND	No	3	
IAP	462	Games and Play	No	3	
IAP	304	Traditions of the Avant-Garde and Experimental Art (L or HU) OR	No	3	
IAP	305	20th and 21st Century Art, Performance, and Media (L or HU) OR	No	3	
IAP	352	Seeing and Drawing OR	No	3	
IAP	354	Visual Representation OR	No	3	
IAP	361	Digital Editing and Media Literacy (CS)	No	3	
				<i>Section sub-total:</i>	9
Toy and Game Culture Emphasis Area					
COM	457	New Media AND	No	3	
IAP	462	Games and Play	No	3	
COM	312	Communication, Conflict, and Negotiation OR	No	3	
COM	324	Rhetoric and Media Criticism OR	No	3	
COM	416	Gender and Race in the Media OR	No	3	
COM	429	Semiotics and Visual Communication OR	No	3	
IAP	464	Media and Diversity (HU & G) OR	No	3	
IAP	471	Language, Culture, and Performance (L or HU)	No	3	
				<i>Section sub-total:</i>	9
Game Writing Emphasis Area					
ENG	361	Scriptwriting AND	No	3	
IAP	362	Games and Narratology	No	3	
ENG	379	Travel Writing (L) OR	No	3	
ENG	388	Intermediate Creative Writing Workshop in Fiction: Form, Theory, and Practice OR	No	3	
IAP	462	Games and Play	No	3	
				<i>Section sub-total:</i>	9
Game Sound (Game Design Practitioner)					
IAP	362	Games and Narratology AND	No	3	
IAP	421	Composition: Process, Technique, and Style II	No	3	
IAP	322	Multitrack Digital Recording OR	No	3	
IAP	325	Sound Performance: Exploring Alternative Performance Groups OR	No	3	
IAP	462	Games and Play OR	No	3	
IAP	469	Advanced Audio Production	No	3	
				<i>Section sub-total:</i>	9
Other certificate requirements: Portfolio (3 Credit Hours)					Credit Hours
IAP 496 Playworks Portfolio (NEW)					3
				<i>Section sub-total:</i>	3
<i>Total minimum credit hours required for certificate:</i>					18

- Requires a minimum of 18 credit hours of which at least 12 credit hours must be upper division
- Requires a minimum grade of “C” or better for all upper-division courses

- A minimum of six upper division credit hours must be completed through courses offered by the School of Humanities, Arts and Cultural Studies.
- Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this certificate.

E. Minimum residency requirement

15

F. How many hours of the certificate must be ASU credit?

18

G. New courses

Provide a brief course description for each new course.

- **IAP 220 Introduction to Games Studies** (3 credits): This course has been taught at least two times as IAP 294. A New Course Request will be submitted in ChangeMaker.
Course Description: Examines the history, evolution, culture, aesthetics, and ontology of video games and the ways in which they interface with multiple disciplines in the humanities.
- **IAP 222 Games and Ethics** (3 credits): This course has been taught at least two times as IAP 294. A New Course Request will be submitted in ChangeMaker.
Course Description: The course involves the students in the process of ethical gameplay design. Ethics is goal oriented; has to do with thinking and actions, just like games. Every day we are vicariously presented with various situations in which an action must be taken, whether in video, audio or textual. The goal of this class is to analyze in-game challenges and mechanics with the lenses of various ethical theories. At the end of the course the students will not only be able to think deeply about the relationship between ethics and in-game challenges in game design, but also for real life challenges that they might not have realized were connected before.
- **IAP 496 Playworks Portfolio** (3 credits): This is a new course and because it is required as a part of the degree, we are asking for it to be approved for implementation at the same time as this certificate. A New Course Request will be submitted in ChangeMaker.
Course Description: This is a portfolio course in which the artist considers the relationship of their work to building an impactful and innovative career trajectory in making games that foreground the arts and humanities. The student will become familiar the means of delivering games that are art, manifestation of impactful work in the humanities, and the expectations of working as an artist in the field of serious games. By the end of this class students should have:
 - Established an online and/or a physical portfolio;
 - Authored a resume, cover letter, biography, and artist statement or a mission statement;
 - Devised a career plan;
 - Familiarity with contracts and legal paperwork as an independent game developer.

Note: All new required courses should be submitted in Curriculum Changemaker and ready for Provost's Office approval before this certificate is put on [Curriculum and Academic Programs Committee \(CAPC\)](#) agenda.

4. Administration and Resources

A. Administration

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

The New College recruitment and admissions team provides admission assistance to incoming freshman students and transfer students. Student advisement and retention are administered by the New College Advising team who provide academic advising for students admitted into the School of Humanities, Arts and Cultural Studies degree programs. Degree programs housed in the School of Humanities, Arts and Cultural Studies are administered by Dr. Louis G. Mendoza, Director, and Dr. Duku Anokye, Associate Director. Other administrative and program tasks are supported by Lucy Berchini, Administrative Associate; Dennis Marsollier, Media Specialist Sr.; Tracy Encizo, Program Coordinator; and Marla Carmona, Academic Financial Specialist.

B. Resources

What are the resource implications for the proposed certificate, 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 certificate 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 certificate.

SHARCS is been working with the college to identify and equip a dedicated gaming lab. In 2017 we custom ordered computers from a local vendor to begin equipping said lab in a temporary location. Discussions with the Dean, the college space committee, and the Director of the School of Social and Behavioral Sciences are underway to identify a site where gaming scholars in both schools can host an adequately equipped lab to be supported with student fees after an initial investment by the school and the college.

C. Primary faculty

List the primary faculty participants regarding this proposed certificate. For interdisciplinary certificates, please include the relevant names of faculty members from across the University.

Name	Title	Area(s) of Specialization as they relate to proposed certificate
Theresa Devine, MFA	Assistant Professor, IAP	Fine art, game studies, computer programming
Julie Amparano Garcia, MFA	Senior Lecturer, ENG	Scriptwriting, creative writing
Kishonna Gray, PhD,	Assistant Professor, COM	Communications, game studies, identity studies

Affiliated Faculty

Interdisciplinary Arts and Performance, School of Humanities, Arts & Cultural Studies, West campus:		
Richard Lerman, MFA	Professor	Media and diversity, sound art
Jacob Meders, MFA	Assistant Professor	Visual art, printmaking, prototyping, identity, cultural studies
Barry Moon, PhD	Associate Professor	Sound art, interactivity
Arthur Sabatini, PhD	Associate Professor	Language, art, art history, cultural studies
Patricia Clark, MFA	Associate Professor	Video art, visual effects, animation, installation, digital prints and photography, experimental documentary,
Charles St. Clair, MFA	Technical Director	Interdisciplinary arts and performance, stage and film acting and directing, technical direction and production
Communications, School of Social and Behavioral Sciences, West campus:		
Cynthia Gaffney, MA	Senior Lecturer	Rhetoric and communication, semiotics, storytelling
Diane Gruber, PhD	Senior Lecturer	Film and media studies, consumerism
Vincent Waldron, PhD	Professor	Conflict and negotiation
Michael Walker, MA	Instructor	Gender and communication
Greg Wise, PhD	Professor	New media studies, cultural studies and technology

English and Creative Writing, School of Humanities, Arts & Cultural Studies West campus:		
Renee Rivers, MA	Instructor	Creative writing, travel writing
Fletcher Library, West campus:		
Dennis Isbell, MS, MLS	Liaison Librarian	Information literacy and research instruction
Michelle Ashley Gohr, MLS	Academic Professional, Faculty Associate	American studies, gender studies, game studies, game collection librarian
Additional Affiliated Faculty:		
Suzanne Dietrich, PhD	Professor, Applied Computing, West	Computer programming
William Foster, PhD	Clinical Assistant Professor, Economics, Tempe	Game theory and economic behavior
Yoshihiro Kobayashi, PhD	Lecturer, School of Computing, Informatics, and Decision Systems Engineering, Tempe	Programming, technical game development
Yasin Silva, PhD	Associate Professor, Applied Computing, West	Computer programming
Kimberlee Swisher, Master of Music in Composition	Lecturer, School of Art, Media, and Engineering, Tempe	Computational thinking
Feng Wang, PhD	Associate Professor, Applied Computing, West	Computer programming

5. Additional Materials

- A. Complete and attach the Appendix document.
- B. Provide one or more model programs of study (if appropriate).
- C. Attach other information that will be useful to the review committees and the Office of the Provost.

APPENDIX
OPERATIONAL INFORMATION FOR UNDERGRADUATE CERTIFICATES

1. Proposed Certificate Name: Arts and Humanities in Games

2. Marketing Description

Optional. 50 words maximum. The marketing description should not repeat content found in the program description.

Remember the toys and games you played with as a kid? They were fun, but did you ever consider their impact on your growth and development? You can learn how games shape the mind, make video games, write game scripts, and become an influential researcher and analyst in the gaming industry.

3. Program Description (150 words maximum)

The certificate program in arts and humanities in games trains students who can design, develop, create and analyze games from holistic and interdisciplinary perspectives, and who can understand the utilization, consumption and real-world impact of games in a diverse culture and society. The goal of the certificate program is to make students’ minds more supple, critical in thinking, and expansive through an interdisciplinary approach that encompasses the design and development of toys and games as well as the qualitative study of them. The interdisciplinary approach helps students understand the impact of play on human mental, emotional and social growth. This program, through foregrounding arts and humanities in the study of games, provides a complementary approach to the technically based study of games offered by the ASU Ira A. Fulton Schools of Engineering.

4. Contact and Support Information

Building code and room number: (Search ASU map)	FAB N100
Program office telephone number: (<i>i.e.</i> 480/965-2100)	602/543-3000
Program Email Address:	HARCSadvising@asu.edu
Program Website Address:	https://newcollege.asu.edu/arts-and-humanities-in-games

5. Program Requirements

Remember to attach a copy of the “proposed” map for this certificate program. Instructions on how to create a “proposed certificate map” in [BAMM](#) can be found in the [Build a Major Map Training Guide](#).

6. Enrollment Requirements

If applicable, list any special enrollment requirements applicable to this certificate in addition to the standard text. Enrollment requirements for all undergraduate certificates include the following text:

A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded prior to the award of an undergraduate degree. A student already holding an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student.

7. Keywords

List no more than 5-7 keywords that can be used to search for this program. Keywords should be specific to the proposed program.

analyst, game developer, script writing, coding, design, art, and industry

8. Delivery/Campus Information Options: On-Campus

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

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

Downtown Phoenix
 Polytechnic
 Tempe
 Thunderbird
 West
 Other: _____

2018 - 2019 CERTIFICATE Map

Arts and Humanities in Games (Proposed)

Program Requirements

The certificate in arts and humanities in games consists of eighteen credit hours; a minimum of twelve credit hours must be upper-division. A minimum of six upper-division credit hours must be completed through courses offered by the School of Humanities, Arts, and Cultural Studies. All courses used to fulfill the requirements for the certificate must be passed with a "C" (2.00) or better.

The certificate consists of six credit hours of required foundational courses, and nine credit hours from one of the following gaming emphasis areas: Toys and Games as Works of Art; Toy and Game Culture; Game Writing; or Game Sound (Game Design Practitioner); and three credit hours of playworks portfolio.

Required Foundational Courses -- 6 credit hours

COM 124: Media and Culture (C) or IAP 222: Games and Ethics (3)

IAP 220: Introduction to Games Studies (3)

Gaming Emphasis Area -- 9 credit hours

Students must take two required courses and one elective from their selected emphasis area below. (9)

Toys and Games as Works of Art Emphasis Area

Required:

IAP 362: Games and Narratology (3)

IAP 462: Games and Play (3)

Electives:

IAP 304: Traditions of the Avant-Garde and Experimental Art (L or HU) (3)

IAP 305: 20th and 21st Century Art, Performance, and Media (L or HU) (3)

IAP 352: Seeing and Drawing (3)

IAP 354: Visual Representation (3)

IAP 361: Digital Editing and Media Literacy (CS) (3)

Toy and Game Culture Emphasis Area

Required:

COM 457: New Media (3)

IAP 462: Games and Play (3)

Electives:

COM 312: Communication, Conflict, and Negotiation (3)

COM 324: Rhetoric and Media Criticism (3)

COM 416: Gender and Race in the Media (3)

COM 429: Semiotics and Visual Communication (3)
IAP 464: Media and Diversity (HU & G) (3)
IAP 471: Language, Culture, and Performance (L or HU) (3)

Game Writing Emphasis Area

Required:

ENG 361: Scriptwriting (3)
IAP 362: Games and Narratology (3)

Electives:

ENG 379: Travel Writing (L) (3)
ENG 388: Intermediate Creative Writing Workshop in Fiction: Form, Theory, and Practice (3)
IAP 462: Games and Play (3)

Game Sound (Game Design Practitioner) Emphasis Area

Required:

IAP 362: Games and Narratology (3)
IAP 421: Composition: Process, Technique, and Style II (3)

Electives:

IAP 322: Multitrack Digital Recording (3)
IAP 325: Sound Performance: Exploring Alternative Performance Groups (3)
IAP 462: Games and Play (3)
IAP 469: Advanced Audio Production (3)

Portfolio -- 3 credit hours

IAP 496: Playworks Portfolio (3)

Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this certificate.



April 2, 2018

Dear Dean Sandrin:

The curriculum committee of the School of Humanities, Arts, and Cultural Studies reviewed the proposal for establishing a Certificate in Arts and Humanity in Games and approved it by consensus agreement in March 2018. The Curriculum Committee in the Interdisciplinary Arts & Performance B.A. Program also reviewed and recommended it for approval to the faculty, who approved it by consensus in March 2018. All faculty in SHARCS were notified and informed of the development of this proposal at faculty meetings since its inception in Spring 2016. No dissent or concerns have been expressed by faculty members. This memo certifies that the approval process followed the appropriate approval procedures of the School and that the School has the resources to support the certificate without impacting core program resources.

Please do not hesitate to contact me if you have any questions or concerns that need to be addressed as you review this proposal.

Sincerely,

Sincerely,

A handwritten signature in black ink, appearing to read 'Louis Mendoza'.

Louis Mendoza, Professor and Director
School of Humanities, Arts, and Cultural Studies

Date: 4/23/2018 **Program Name:** Cert in Art and Humanities in Games **Status:** UOEEE Provisional Approval

Comment

Assessment Plan

Outcome 1: Integrate traditional art making techniques with digital components through experimenting with a variety of media to create toys, table top, and digital game playworks. Note, the term "playworks" is used in the same way that "artworks" has been used in traditional art programs to mean the creative research that students produce in the toy and game media.

Measure 1.1 Outcomes will be indirectly measured by the successful completion of program classes.

Performance Criterion 1.1 At least 75% of students will achieve a B or higher in a 300+ level Game Design course.

Measure 1.2 Outcome will be measured by the successful completion of IAP 362 Games and Narratology or IAP 462 Games and Play.

Performance Criterion 1.2 At least 75% of students will achieve scores of 75% or higher on their final project in IAP 362 Games and Narratology or IAP 462 Games and Play.

Measure 1.3

Performance Criterion 1.3

Outcome 2: Analyze and critique the playworks of others and their own creative process in order to synthesize, conceptualize and create playworks from idea to physical form.

Measure 2.1 Outcome will be measured by the successful participation in program Game Studies courses.

Performance Criterion 2.1 At least 75% of students will achieve a grade of B or higher in IAP 294 Introduction to Game Studies.

Measure 2.2 Outcome will be measured by the successful completion of final project in IAP 294 Introduction to Game Studies.

Performance Criterion 2.2 At least 75% of students will achieve a score of 80% or higher on their final project IAP 294 Introduction to Game Studies.

Measure 2.3

Performance Criterion 2.3

Outcome 3: Assimilate the play aesthetic experience as having social and historical relevance and develop mutual respect for others via an articulate and informed verbal and written critique process.

Measure 3.1 Outcome will be measured by the successful participation in program writing courses.

Performance Criterion 3.1 At least 75% of students will achieve a B or higher in COM 457 New Media or IAP 294 Games and Ethics.

Measure 3.2 Outcome will be measured by qualitative assessment of work produced in COM 457 New Media or IAP 294 Games and Ethics.

Performance Criterion 3.2 At least 75% of students will achieve a score of 75% or higher in final assignment in COM 457 New Media or IAP 294 Games and Ethics.

Measure 3.3

Performance Criterion 3.3

Outcome 4: Understand how the humanities (particularly philosophy, literature and cultural studies) help us to understand what toys, games, and play are, what they do and how we experience them. Students learn to employ theoretical and conceptual tools to critically analyze toys and games and model player experiences.

Measure 4.1 Outcome will be measured by the successful participation in program writing courses.

Performance Criterion 4.1 At least 75% of students receive a grade of B or higher in COM 457 New Media or IAP 294 Games and

If you have questions, please e-mail assessment@asu.edu or call UOEEE at (480) 965-9790.

Ethics

Measure 4.2	Outcome will be measured by qualitative assessment of work produced in program writing course COM 457 New Media or IAP 294 Games and Ethics.
Performance Criterion 4.2	At least 75% of students receive a grade of B or higher in final assignment for COM 457 New Media or IAP 294 Games and Ethics.
Measure 4.3	
Performance Criterion 4.3	
Outcome 5:	Recognize and anticipate new technology and rapidly adapt to the changing technological landscape. Develop a professional degree of technical proficiency using computer hardware and software appropriate to the toy and game development industries.
Measure 5.1	Outcome will be measured by the successful completion of a playworks portfolio.
Performance Criterion 5.1	At least 85% of students participate in producing a playwork and participate in an online or print publication through a faculty approved venue about the development of that playwork.
Measure 5.2	Outcome will be measure by qualitative assessment of digital portfolio and publication effort.
Performance Criterion 5.2	At least 75% of students receive a grade of B or higher in on their digital portfolio and publication effort.
Measure 5.3	
Performance Criterion 5.3	

May 3, 2018

To Whom It May Concern:

The Mary Lou Fulton Teachers College fully supports New College's planning of "Art and Humanities in Games" Certificate. We feel that this innovative program will be advantageous to the surrounding community and provide much needed support to educators and others who are looking for innovative ways to engage with technology.

Sincerely,



Carole G. Basile, Dean

Stacey Kimbell

From: Xin Wei Sha
Sent: Thursday, July 26, 2018 11:36 AM
To: Patricia Friedrich
Cc: Todd.Ingalls@asu.edu; Stacey Kimbell
Subject: Re: Request for impact statement

This is fine. We simply note that AME is forming a network across campus with interests in games past, present and future, in a slightly thicker umbrella of play and responsive environments.

We'll want to loop back when we start to unfurl that more.

Thanks!
Xin Wei

Sha Xin Wei +1.650.815.9962
Director, School of Arts, Media + Engineering | Synthesis @ ASU
synthesiscenter.net | topologicalmedialab.net

On Jul 26, 2018, at 2:27 PM, Patricia Friedrich <Patricia.Friedrich@asu.edu> wrote:

Dear Professors Sha and Ingalls:

I am writing to let you know that we will be submitting this proposal today. Since we have written to you several times on items related to this program but have not obtained a reply, we are assuming at this point that you do not have any objection to this proposal.

While we have not been able to connect with you at this time, we look forward to collaborating with you in the future if you are interested.

Thank you very much,

Patty

Patricia Friedrich, PhD
Associate Dean for Academic Programs,
New College of Interdisciplinary Arts and Sciences
Professor of Linguistics/Rhetoric and Composition,
School of Humanities, Arts, and Cultural Studies
Arizona State University P. O. Box 37100
4701 W. Thunderbird Rd. Mail Code 3051
Phoenix, AZ, USA 85069-7100
voice 602 543-6046

From: Patricia Friedrich <Patricia.Friedrich@asu.edu>
Date: Wednesday, July 18, 2018 at 10:27 AM
To: "Todd.Ingalls@asu.edu" <Todd.Ingalls@asu.edu>, Xin Wei Sha <Xinwei.Sha@asu.edu>
Cc: Stacey Kimbell <kimbell@asu.edu>
Subject: FW: Request for impact statement

Dear Professors Sha and Ingalls:

Please consider this additional request. Thank you, Patty

Patricia Friedrich, PhD
Associate Dean for Academic Programs,
New College of Interdisciplinary Arts and Sciences
Professor of Linguistics/Rhetoric and Composition,
School of Humanities, Arts, and Cultural Studies
Arizona State University P. O. Box 37100
4701 W. Thunderbird Rd. Mail Code 3051
Phoenix, AZ, USA 85069-7100
voice 602 543-6046

From: Louis Mendoza <Louis.G.Mendoza@asu.edu>
Date: Tuesday, June 19, 2018 at 2:28 PM
To: "Todd.Ingalls@asu.edu" <Todd.Ingalls@asu.edu>, Xin Wei Sha <Xinwei.Sha@asu.edu>
Subject: Request for impact statement

Dear Professors Sha and Ingalls,

In addition to our earlier request for an impact statement on IAP 220 and IAP 222, the School of Humanities, Arts and Cultural Studies is also requesting impact statements on IAP 496 and IAP 356.

I would appreciate a response at your earliest convenience but no later than June 29th.

Many thanks for considering this request.

Louis

--

Dr. Louis Mendoza, Director
School of Humanities, Arts, and Cultural Studies
New College of Interdisciplinary Arts and Sciences
4701 W. Thunderbird Rd., FAB N201
Glendale, AZ 85306-4908

<p>IAP 496 Playworks Portfolio</p> <p>New and never taught before but we're allowed to request it without it having been taught as an omnibus because it will be required in a new program - Arts and Humanities in Games certificate</p>	<p>Culminating capstone required of students enrolled in the Arts and Humanities in Games certificate. Students devise a career plan, establish a digital portfolio, prepare artist statement, and become familiar with contracts and legal documents associated with a career as a serious independent game developer or studio artist.</p>
<p>IAP 356 Motion Graphics & Animation</p> <p>This has been taught as a special topics course 4 times (every spring since Spring 2015) by Patricia Clark as IAP 394.</p> <p>It is an elective in the traditional IAP BA and will also be an elective in the new online Interdisciplinary Arts Practice concentration.</p>	<p>The course is designed to introduce the concepts, aesthetics, and technical tools of 2D and 3D animation in interdisciplinary arts creation. Its goal is to provide students with the means to experiment with their ideas by developing original motion graphics in digital media. The course structure will include combination of lectures, hands-on demonstrations, online tutorials (homework assignments), studio/lab time for in-class work, and presentations by guest artists working with 2D and 3D digital media.</p> <p>This course can be followed by IAP 494 Advanced Motion Graphics for Video and Animation.</p>

From: [Patricia Friedrich](#)
To: [Stacey Kimbell](#)
Subject: FW: impact statement request - Arts and Humanities in Games Certificate
Date: Tuesday, May 1, 2018 5:18:13 PM
Attachments: [image001.png](#)

Stacey,

Can you please attach our proposal? Thank you, Patty

Patricia Friedrich, PhD
Associate Dean for Academic Programs,
New College of Interdisciplinary Arts and Sciences
Professor of Linguistics/Rhetoric and Composition,
School of Humanities, Arts, and Cultural Studies
Arizona State University P. O. Box 37100
4701 W. Thunderbird Rd. Mail Code 3051
Phoenix, AZ, USA 85069-7100
voice 602 543-6046

From: Todd Sandrin <Todd.Sandrin@asu.edu>
Date: Tuesday, May 1, 2018 at 3:30 PM
To: Patrick Kenney <pkenney@asu.edu>
Cc: Patricia Friedrich <Patricia.Friedrich@asu.edu>
Subject: Re: impact statement request - Arts and Humanities in Games Certificate

Thanks so much, Pat!

Todd

Todd R. Sandrin, Ph.D.

Dean, ASU New College of Interdisciplinary Arts and Sciences

Vice Provost, ASU West campus

Professor, School of Mathematical and Natural Sciences

Senior Sustainability Scientist - Julie Ann Wrigley Global Institute of Sustainability

From: Patrick Kenney

Sent: Tuesday, May 1, 3:28 PM
Subject: RE: impact statement request - Arts and Humanities in Games Certificate
To: Todd Sandrin

Hi Todd, we support this project in CLAS.

Thanks, Pat

Patrick J. Kenney
Dean, College of Liberal Arts and Sciences
Foundation Professor, School of Politics and Global Studies
Arizona State University

From: Todd Sandrin
Sent: Monday, April 30, 2018 4:44 PM
To: Patrick Kenney <pkenney@asu.edu>
Subject: impact statement request - Arts and Humanities in Games Certificate
Importance: High

Pat,

I hope this email finds you enjoying a pleasant and productive end of the semester. It was great to see you at this morning's Deans Council meeting.

I am writing to ask for an impact statement regarding our "Art and Humanities in Games" Certificate for which we received "permission to plan" in the last academic planning cycle. We are now seeking permission to establish. I attach the relevant documents describing the program.

Of course, don't hesitate to let me know if you have questions or would like to converse further.

Best,
Todd

Todd R. Sandrin, Ph.D.
[Dean, New College](#) of Interdisciplinary Arts and Sciences
Vice Provost, [West campus](#)
[Professor, School of Mathematical and Natural Sciences](#)
Senior Sustainability Scientist - [Julie Ann Wrigley Global Institute of Sustainability](#)


Arizona State University

From: [Patricia Friedrich](#)
To: [Stacey Kimbell](#)
Subject: FW: impact statement request
Date: Monday, April 30, 2018 2:21:17 PM

Dear Stacey:

Could you please add these to our record of correspondence with other units regarding impact statements? I did not receive a reply to either request posted below.

Thank you, Patty

Patricia Friedrich, PhD
Associate Dean for Academic Programs,
New College of Interdisciplinary Arts and Sciences
Professor of Linguistics/Rhetoric and Composition,
School of Humanities, Arts, and Cultural Studies
Arizona State University P. O. Box 37100
4701 W. Thunderbird Rd. Mail Code 3051
Phoenix, AZ, USA 85069-7100
voice 602 543-6046

From: Patricia Friedrich <Patricia.Friedrich@asu.edu>
Date: Wednesday, April 25, 2018 at 11:21 AM
To: Sandeep Gupta <Sandeep.Gupta@asu.edu>
Subject: Re: impact statement request

Dear Dr. Gupta:

I was wondering if you had any updates regarding my request for an impact statement copied below. I appreciate your help.

Thank you, Patricia

Patricia Friedrich, PhD
Associate Dean for Academic Programs,
New College of Interdisciplinary Arts and Sciences
Professor of Linguistics/Rhetoric and Composition,
School of Humanities, Arts, and Cultural Studies
Arizona State University P. O. Box 37100
4701 W. Thunderbird Rd. Mail Code 3051
Phoenix, AZ, USA 85069-7100
voice 602 543-6046

From: Patricia Friedrich <Patricia.Friedrich@asu.edu>

Date: Monday, April 2, 2018 at 11:27 AM

To: Sandeep Gupta <Sandeep.Gupta@asu.edu>

Subject: impact statement request

Dear Dr. Gupta:

I hope you are doing well. I am writing to ask for an impact statement regarding our “Art and Humanities in Games” Certificate for which we received “permission to plan” in the last academic planning cycle. We are now seeking permission to implement. I understand our lead faculty for this program, Theresa Devine is already working collaboratively with your faculty, especially Dr. Kobayashi, and that they are all very excited about moving forward.

I have attached the relevant documents, but please let me know should you need further information.

Thank you,

Patty

Patricia Friedrich, PhD
Associate Dean for Academic Programs,
New College of Interdisciplinary Arts and Sciences
Professor of Linguistics/Rhetoric and Composition,
School of Humanities, Arts, and Cultural Studies
Arizona State University P. O. Box 37100
4701 W. Thunderbird Rd. Mail Code 3051
Phoenix, AZ, USA 85069-7100
voice 602 543-6046

Stacey Kimbell

From: Patricia Friedrich
Sent: Tuesday, May 29, 2018 9:46 AM
To: Stacey Kimbell
Subject: FW: impact statement request - Arts and Humanities in Games Certificate

FYI. --P

From: Steven Tepper
Sent: Sunday, May 27, 2018 4:39:29 PM
To: Todd Sandrin
Subject: Re: impact statement request - Arts and Humanities in Games Certificate

Todd:

Theresa Devine's proposal certainly connects with efforts at HIDA and CIDSE around games, emerging games, play and emerging technologies. Xin Wei in AME and Jake Pinholster, who is leading our work in Mesa around games and immersive future worlds, suggest that Theresa work closely with them to develop a synergistic and integrated approach. But, we do not yet have anything ready to go to the provost for approval and review. So, we support Theresa's proposed certificate if she is eager to get going on her own. But, if she would like to work more closely with AME, CIDSE and the new development in Mesa, we would be happy to include her as a central part of the team as we design the right strategy (either way she will be included in future plans).

Let me know what you think and what else you need from me.

Steven

Steven Tepper
Dean, Herberger Institute for Design and the Arts
Arizona State University
<https://asunow.asu.edu/20160802-creativity-stroke-genius-solving-problems-artistic-flair>

From: Todd Sandrin <Todd.Sandrin@asu.edu>
Date: Monday, April 30, 2018 at 4:41 PM
To: Steven Jay Tepper <Steven.Tepper@asu.edu>
Subject: impact statement request - Arts and Humanities in Games Certificate

Steven,

I hope this email finds you enjoying a pleasant and productive end of the semester. It was great to see you at this morning's Deans Council meeting. I love your description of ASU as an educational city with many different neighborhoods – I might start using that language as I engage prospective students and their families.

I am writing to ask for an impact statement regarding our “Art and Humanities in Games” Certificate for which we received “permission to plan” in the last academic planning cycle. We are now seeking permission to establish. I attach the relevant documents describing the program.

Of course, don’t hesitate to let me know if you have questions or would like to converse further.

Best,
Todd

Todd R. Sandrin, Ph.D.

Dean, New College of Interdisciplinary Arts and Sciences
Vice Provost, West campus
Professor, School of Mathematical and Natural Sciences
Senior Sustainability Scientist - Julie Ann Wrigley Global Institute of Sustainability



Arizona State University
