PROPOSAL TO ESTABLISH A NEW GRADUATE CONCENTRATION

This form should be used for academic units wishing to propose a new concentration for existing graduate degrees.

A concentration is a subspecialty within a degree and major. It indicates the fulfillment of a designated, specialized course of study, which qualifies the student with skills and training in one highly concentrated area of the major. Concentrations are formally-recognized educational designations (including the assignment of a university plan code for reporting/record-keeping purposes and appearance on the ASU transcript). Concentrations are distinguished from more informal academic distinctions such as "emphases," "tracks," "foci," "options," etc.

This proposal template should be completed in full and submitted to the University Provost's Office [mail to: curriculumplanning@asu.edu]. It must undergo all internal university review and approval steps including those at the unit, college, and university levels. A program **may not** be implemented until the Provost's Office notifies the academic unit that the program may be offered.

GRADUATE CONCENTRATION

College/School: Herberger Institute for Design and the Arts

Note: Program ownership is coded at the College/School level first and may not be a center, department or division apart from it.

Department/Division/School: School of Arts, Media and Engineering (CAME)

Proposing faculty group (if applicable)**:**

Existing graduate degree and major under which this concentration will be established: Master of Science (MS) in Digital Culture

Name of proposed concentration: Extended Reality Technologies

Requested effective term and year: Fall 2022

(The first semester and year for which students may begin applying to the concentration)

Is a program fee required? Yes, a program fee is required.

Note: for more information about program fee requests, visit https://provost.asu.edu/curriculum-development/changemaker/form-instructions#fees

Is the unit willing and able to implement the program if the fee is denied? Yes, we are able to implement the program.

Delivery method and campus or location options:

☒ Campus immersion (select all that apply)

☐ Downtown Phoenix   ☐ Polytechnic   ☐ Tempe   ☐ West   ☒ Other: ASU @ Mesa City Center

☐ **Both** campus and digital immersion (check applicable campus(es) from options listed above)

☐ Digital immersion only (all courses online and managed by ASU Online)

Note: Once students elect a campus or digital option, they will not be able to move between the modalities. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. This approval begins by submitting the Request for Digital Immersion Consideration form in Curriculum ChangeMaker. An EdPlus letter of support must be included with this proposal to demonstrate preliminary approval for digital immersion. Contact EdPlus at edplusprogrammanagement@asu.edu for additional information regarding the online request process.

Do Not Fill in this information: Office Use Only	CIP Code:
Plan Code:	

PROPOSAL CONTACT

Name: Jacob Pinholster   **Title:** Associate Dean/Founding Director

PROPOSAL TO ESTABLISH A NEW GRADUATE CONCENTRATION

Phone number: 480-965-2696   **Email:**   jpinhols@asu.edu

DEAN APPROVAL(S)
This proposal has been approved by all necessary unit and college/school levels of review, and the college/school(s) has the resources to offer this degree program. I recommend implementation of the proposed concentration. *Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.*

College/School/Division Dean name:	Stephani Etheridge Woodson		
Signature:	*[signature]*	**Date:**	29 January 2021

Please note: Proposals for new concentrations also require the review and recommendation of approval from the University Graduate Council, Curriculum and Academic Programs Committee (CAPC), the Academic Senate (Information item only), and the Office of the Provost before they can be put into operation.
The final approval notification will come from the Office of the Provost.

1. **OVERVIEW**

   Provide a brief description *(no more than 150 words)* of the new concentration (including the focus of the new concentration, relationship to other concentrations within this degree program, etc.).

   This program will focus on the development of innovative tools and methodologies for extended reality and immersive technologies, including simulation, visualization, interaction, computer vision, human-computer interaction, experience design, and artificial intelligence/machine learning and will be the first concentration built for the MS in Digital Culture — although the School of Arts, Media and Engineering has a deep history of shared initiatives and degrees. Students will develop a fundamental understanding of how emerging media technologies can be used to create virtual worlds that simulate our world alongside entirely new ones. They will develop skills in the programming languages and software applications necessary to these production workflows. They will develop their abilities to manage projects, work effectively in collaborative teams, transform research into creative/technological products, and reflect upon the ethical, cultural, and social frameworks within which their work occurs. This program will be unique among emerging media programs through the application of these technologies and practices in socially engaged/transdisciplinary modalities, taking tools that evolved primarily from and for entertainment and applying them to the modeling of real-world challenges and futures. Students will work in transdisciplinary teams in a project-based format in collaborations with partners from industry and community, exploring the future of a neighborhood, a sector, a cultural institution, an ecosystem. They will also be supported and encouraged to spin off the results of these projects, where applicable, into ventures of their own, with the additional support of the nearby Innovation Studios.

   This combination of form and content aligns this program exceedingly well with the ASU Charter and Design Aspirations by advancing discoveries in both technology and understanding that simultaneously have public value and generate that value by engaging across disciplines and directly with the community. The student teams and faculty leaders will leverage advanced technologies to visualize, model, and embody new futures for our world; starting with the place they are in. Student success will be enabled by giving each student agency, access, and opportunity to effect real change - including through entrepreneurial and community-based endeavors.

   The students in each of these concentrations will leverage the skills and practices unique to their program within this transdisciplinary context. Students in Extended Reality Technologies will be able to develop technological tools (including software applications, algorithms/systems/processes, physical computing devices, and devices for interaction and display) in order to deliver the experience to the user. Students in Immersive Experience Design will be tasked with understanding user experience; designing environments, objects, interfaces and experiences; and understanding the relationship of function to aesthetics. Students in Futures and Design will use their abilities in

research methods, worldbuilding, storytelling, and scenario development to provide the context to shape, the data to inform, and the content to populate these experiences. These unique skillsets will be developed both through discipline-specific courses and through the project-based experiences in the shared core, where all the students will be taking the same courses but have unique contributions and responsibilities. The differentiation of disciplines through the distinct concentrations is critical to both the legibility to prospective students and the career paths of graduates.

At the conclusion of this program, students will emerge well-qualified in one of the fastest-growing industries on the planet, where they will find fulfilling careers in applying these technologies and practices to entertainment, gaming, and creative media, workforce development, communication/remote presence, scientific and medical simulation, architectural visualization, culture creation and beyond.

2. IMPACT ASSESSMENT

A. 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, including enrollment, national ranking, etc.?

Though the emerging nature of these fields and the transdisciplinary nature of this program make identification of specific market sectors and career data difficult, it is clear that this discipline will see explosive growth over the years to come, further amplified by the COVID pandemic's impetus for the development of technologies and practices for remote/immersive experiences. In addition, this program also aligns perfectly with emerging and potential university partnerships with companies like Dreamscape Immersive, Aaron Sims Creative, Moment Factory and others. Also, this program aligns with the desires and ambitions of the City of Mesa (funder of the facility) in the development of their planned Digital Innovation District, and loose versions of these program descriptions have been publicly presented in conversations with the City of Mesa leadership.

Statista analysis of Extended Reality (XR) market: https://www.statista.com/topics/6072/extended-reality-xr/

Full Emsi datasets available here: https://cutt.ly/IycqMR7

Summary of critical Emsi Data:

For Master's programs with a focus in related areas, 2018-2023 occupational growth for careers in:

- software development has increased by 16.91% with 913,961 jobs in 2018 and 93,198 annual openings at median hourly earnings of $48.50;
- graphic design has increased by 4.08% with 302,120 jobs in 2018 and 31,384 annual openings at median hourly earnings of $20.62;
- web development has increased by 9.81% with 169,090 jobs in 2018 and 15,596 annual openings at median hourly earnings of $28.19;
- film and video editing has increased by 9.54% with 41,448 jobs in 2018 and 5,110 annual openings at median hourly earnings of $27.10.

Top posting companies for digital arts master's programs include:

Oracle Corporation at 598,043 / 130,602 for Total/Unique (June 2018-May 2019);

Anthem, Inc. at 284,591 / 115,588 for Total/Unique (June 2018-May 2019);

Virtual Vocations at 102,918 / 81,035 for Total/Unique (June 2018-May 2019);

Cybercoders, Inc. at 264,843 / 43,614 for Total/Unique (June 2018-May 2019);

Amazon.com, Inc. at 237,048 / 33,421 for Total/Unique (June 2018-May 2019).

B. Please identify other related ASU programs and describe how the new concentration will complement these existing ASU programs? If applicable, statements of support from affected academic unit administrators should be included with this proposal submission.

Due to the transdisciplinary nature of both this program and the fields of emerging media technologies and extended reality, there are either many programs across ASU and the state that are similar or none at all, depending on the precise value of "similar." The knowledges and practices of this curriculum will overlap to some degree with programs in gaming, graphic information technology, media arts/intermedia, and design, but none of the programs elsewhere in the state have the precise focus on extended reality/immersive experience design, and none share the transdisciplinary and socially-engaged format of this program. However, we have partnered with a number of these areas in the development of this program, and the principal goal of the ASU @ Mesa City Center facility is to serve as a transdisciplinary crossroads for work in all related areas. In this manner, this program, along with the other programs planned for Mesa City Center, complements the existing landscape of programs by providing design and technology collaborators and connections for programs concerned with futures and futures collaborators/connections for programs in design and technology.

C. **Is this an interdisciplinary concentration?** If yes, please address the relationship of the proposed concentration to other existing degree programs and any parallel or similar concentrations in those degree programs. (Please include relevant Memoranda of Understanding regarding this interdisciplinary concentration from all applicable academic units.)

Yes, this concentration is fundamentally transdisciplinary and was developed over more than a year by a group of faculty from the School for the Future of Innovation in Society, the Design School, and the Fulton Schools of Engineering, among others. Though this concentration will be offered by the School of Arts, Media and Engineering, students will take courses in collaboration with their peers from the MSD in Design (Experience Design) and the MS in Futures as Design, as well as elective courses offered by other programs, in the School of Arts, Media and Engineering, the School for the Future of Innovation in Society, and the Graphic Information Technology program in the Polytechnic School .

3. **STUDENT LEARNING OUTCOMES AND ASSESSMENT**
Attach a PDF copy of the assessment plan printed from the University Office of Evaluation and Educational Effectiveness assessment portal demonstrating UOEEE's approval of your assessment plan for this program. Visit the assessment portal at https://uoeee.asu.edu/assessment-portal or contact uoeee@asu.edu with any questions.

See Appendix II.

4. **CURRICULAR STRUCTURE**

Please ensure that all _new core_ course proposals have been submitted to the Provost's office through the Curriculum ChangeMaker online course proposal submission system before this initiative is put on the University Graduate Council and CAPC agendas.

Core Courses for the Degree _Ensure the core listed below is the same as for the standalone degree_			
Prefix and Number	**Course Title**	**New Course?**	**Credit Hours**
AME 530	Experiential Media Studies I	No	3
AME 520	Understanding Activity	No	3
AME 532	Media Synthesis	No	3
		Section sub-total:	9
Required Concentration Courses			
Prefix and Number	**Course Title**	**New Course?**	**Credit Hours**
AME 550	Prototyping Futures	Yes	3

AME 551	Designing Extended Reality Experiences	Yes	3
GIT 550 OR GIT 598	Digital Workflow in the Graphics Industry OR Topic: Digital Workflow Graphic Industry	No	3
HDA 581	Emerging Media Colloquium	Yes	1 (x3)
		(Select Yes/No)	
		Section sub-total:	12

Electives
Students choose 6 credit hours from an approved course list. Other courses may be used with approval of the academic unit.

Prefix and Number	Course Title	New Course?	Credit Hours
AME 511	Advanced Interactive Sound	N	3
AME 515	Machine Vision and Pattern Recognition	Y	3
AME 535	Mobile Development	N	3
AME 544	Media Installations	N	3
AME 570	Programming for Social and Interactive Media	N	3
AME 598	Topic: Musical Microcontrollers	N	3
AME 598	Topic: Creative Art Practice and Research	N	3
AME 598	Topic: Designing for Public Participation in Science	N	3
AME 598	Topic: Sensible Heatscapes	N	3
AME 598	Topic: Interactive Materials	N	3
AME 598	Topic: Interaction Design Practice and Theory II	N	3
AME 598	Topic: Site-Responsive Sonic Art	N	3
AME 598	Topic: Approaches to Light	N	3
AME 598	Topic: Reading the Algorithm	N	3
AME 598	Topic: Technologies of Representation	N	3
AME 598	Topic: Acousmatic Composition	N	3
AME 598	Topic: Rapid Prototyping through Somatic Research	N	3
AME 598	Topic: Science Fiction Studio: The Primer	N	3
AME 598	Topic: Enacting Performance Environments	N	3
AME 598	Topic: Responsive Environments	N	3
AME 598	Topic: Web Audio for Collaborative Situated Media	N	3
AME 598	Topic: Animating Virtual Worlds	N	3
AME 598	Topic: Interaction Design Research and Practice I	N	3

AME 598	Topic: Programming for the Internet of Things	N	3
AME 598	Topic: Mobile Systems Architecture	N	3
AME 598	Topic: Expressive Robotics	N	3
AME 598	Topic: Spatial audio and VR for Martian Experiences	N	3
AME 598	Machine Learning for Media Arts	N	3
GIT 540	Cross-Media Design Solutions	N	3
GIT 542	Usability and User Experience	N	3
TWC 514	Visualizing Data and Information	N	3
GIT 598	Topic: Interaction Design, Planning and Implementation	N	3
PIT 502	Co-Designing the Future	N	3
		Section sub-total:	6
Culminating Experience(s) *E.g. – Capstone course, portfolio, written comprehensive exam, applied project, thesis (must be 6 credit hours with oral defense), dissertation (must be 12 credit hours with oral defense)*			**Credit Hours**
AME 593 Applied Project			3
		Section sub-total:	3
Other Requirements *E.g. – internships, clinical requirements, field studies, foreign language exam as applicable*			**Credit Hours**
A minimum of 3 hours working on faculty-led research (AME592), in individualized instruction (AME590), design/implementation of public programs (HDA580 Practicum), or internship (AME584).			3
		Section sub-total:	3
Total required credit hours			33

1. List all required core courses and total credit hours for the core (required courses other than internships, thesis, dissertation, capstone course, etc.)**.**
2. Omnibus numbered courses cannot be used as core courses.
3. Permanent numbers must be requested by submitting a course proposal to Curriculum ChangeMaker for approval.

A. Please describe the culminating experience(s) required for completion of the existing degree and major, and the proposed concentration *(e.g., thesis, dissertation, comprehensive exams, capstone course, portfolio, applied project).*

Students complete applied projects that are engaged directly with industry and/or community partners. Planning for these applied projects will begin a year in advance, with the program faculty and staff assisting students in cultivating their particular teams and partnerships. Though the product of these projects will vary depending on project partner and the specific team composition, each will leverage extended reality technologies and immersive design practices to imagine a new future or propose a solution for a real-world challenge. These may take the form of games, immersive installations, mobile applications, or VR experiences, among others.

B. Please describe any other requirements for completion of the existing degree and major, and the proposed concentration *(e.g., internships, clinical requirements, field studies, foreign language exam etc.).*

Each student in this program must complete a minimum of 3 credit hours working on faculty-led research (AME 592), in individualized instruction (AME 590), design/implementation of public programs (HDA 580 Practicum), or internship (AME 584) over the course of this program. The intent of this requirement is for the students to develop and maintain skills at working in transdisciplinary, collaborative teams, engaging with communities/industry/research, and developing a network of connections within the program and the local context.

5. COMPREHENSIVE EXAMS
(Please choose what is appropriate for the degree type selected)

A. Master's Comprehensive Exam (when applicable), please select from the appropriate option.
N/A

6. COURSES

A. New Courses Required for Proposed Program: Provide course prefix, number, title, credit hours and brief description for any new courses required for this program.

AME 550 Prototyping Futures (3 credit hours): In this project-based course, students will work in interdisciplinary teams to explore and envision the future of communities, industries, technologies and other elements of our society. In this process, students will develop their understanding of the application of extended reality technologies, practices and methodologies for design, and tools for applying research to constructing prototypical scenarios for the future, in addition to gaining experience in effective collaboration. This course is about critical, methodological and narrative skills - the ability to move fluidly through domains, create low-fidelity prototypes, and devise creative solutions to complex problems by envisioning new realities.

AME 551 Designing Extended Reality Experiences (3 credits): Augmented reality and virtual reality games, advertisements, installations, and other media integrate virtual objects with real world environments in an emerging computing paradigm called extended reality (XR). Through this course, students will learn skills to creatively develop interactive mixed-reality objects and environments

HDA 581 Emerging Media Colloquium (3 credits): This course is designed to focus on professional and community development outcomes for the graduate programs in emerging media. Over the course of this semester, students will have significant contact with partners and guests from industry and community, be able to discuss and expand their interests and views with their faculty and peers, share and discuss progress on research and professional projects, create a personal professional development plan, and refine and present their portfolio of work for public review. In addition, this course will serve as a point of connection between student cohorts and faculty for the purposes of social/community development and wellness.

7. ADMINISTRATION AND RESOURCES

A. Administration: How will the proposed concentration be administered (including recommendations for admissions, student advisement, retention etc.)? Describe the administering body in detail, especially if the proposed concentration is part of a larger interdisciplinary initiative. How will the graduate support staffing needs for this proposed concentration program be met?

A graduate studies committee composed of representation from each of the participating units (the School of Arts, Media and Engineering; The Design School; the School for the Future of Innovation in Society; the Graphic Information Technology program of the Polytechnic School) will oversee a first level of review of curriculum for the program and provide recommendations to the curriculum committees and dean's office of the Herberger Institute. This committee will also review admissions applications, cultivation of community/industry partners, communities of care/retention, and award of scholarships/fellowships as available. The faculty director of this program and the other ASU@ Mesa City Center programs will be the director of the Mesa City Center facility, Jacob Pinholster.

Graduate advisement and communications staff resident at the ASU @ Mesa City Center facility will support and advise the graduate studies committee in these areas. Hiring for this new graduate support staff position is planned for next year.

B. **Projected Enrollment:** How many students will be admitted immediately following final approval of the concentration? What are enrollment projections for the next three years?

3-YEAR PROJECTED ANNUAL ENROLLMENT			
Please utilize the following tabular format	1st Year	2nd Year (Yr. 1 continuing + new entering)	3rd Year (Yr. 1 & 2 continuing + new entering)
Number of Students in concentration (Headcount)	25	35	50

C. **Resource requirements needed to launch and sustain the program:** Describe any new resources required for this concentration's success such as new staff, new facilities, new library resources, new technology resources, etc. and include projected budget needs. If multiple units/programs will collaborate in offering this concentration, please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this concentration.

The needs for this concentration are intrinsically and inextricably linked to the development of the ASU @ Mesa City Center facility which is planned to open in fall 2022. The facilities, equipment, and staffing structures of that facility have been designed to fit the needs of this program. Likewise, this program has been designed specifically for that facility and context. Staff and faculty hires have been discussed with the university planner and provost. All told, the building and its programs will require approximately 11-13 new staff positions and 8-11 new faculty hires between January 2021 and May 2024.

D. **Current Faculty:** Complete the table below for all current faculty members who will teach in the program.

Name	Rank	Highest Degree	Area of Specialization/Expertise	Estimated Level of Involvement
Robert LiKamWa	Assistant Professor	PhD	Extended Reality Technologies	Medium
Stacey Kuznetsov	Assistant Professor	PhD	Human Computer Interaction, Civic Engagement	Medium
Sha Xin Wei	Professor	PhD	Computational Digital Media, Media Philosophy	Low
Todd Ingalls	Research Professor	MM	Computational Digital Media	Low
Pavan Turaga	Associate Professor	PhD	Computer Vision, Human Activity Analysis	Medium
Jacob Pinholster	Associate Professor	MFA	Digital Media Design, Collaborative Practice	High
Jessica Barnett	Instructor	MS	Web Design, Software Development	Low

8. REQUIRED SUPPORTING DOCUMENTS
   (Please label accordingly, i.e., Appendix or Attachment A, B, etc.)

Please include the following with your proposal:

A. Statements of support from all deans - See Appendix III

B. Impact statements of heads of impacted academic units (programs with similar names/content, utilizing courses, faculty, etc.) – See Appendix III

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APPENDIX I
OPERATIONAL INFORMATION FOR GRADUATE PROGRAMS
(This information is used to populate the Graduate Programs Search/catalog website.)

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1. **Proposed name of concentration:** Extended Reality Technologies

2. **Marketing description** *(Optional - 50 words maximum. The marketing description should not repeat content found in the program description.)*
    The Extended Reality Technologies program lets you immerse yourself in the creation of content, software, and hardware for virtual, augmented, and mixed realities. This transdisciplinary program prepares you for a wide variety of careers in emerging media through connections to industry and community partners in the curriculum.

3. **Provide a brief program description** *(Catalog type (i.e. will appear in Degree Search) – no more than 150 words. Do not include any admission or curriculum information)*
    This program focuses on the development of innovative tools and methodologies for extended reality and immersive technologies, including simulation, visualization, interaction, computer vision, human-computer interaction, experience design, artificial intelligence and machine learning. Students develop a fundamental understanding of how emerging media technologies can be used to create virtual worlds that simulate our world alongside entirely new ones. In addition, students will develop skills in programming languages and software applications necessary to these production workflows, and have the ability to manage projects, work effectively in collaborative teams, transform research into creative and technological products, and reflect upon the ethical, cultural, and social frameworks within which their work occurs. This program is unique among emerging media programs through the application of these technologies and practices in socially engaged and transdisciplinary modalities, taking tools that evolved primarily from and for entertainment and applying them to the modeling of real-world challenges and futures.

4. **Delivery/Campus Information Options:** On-campus only (ground courses and iCourses)

5. **Campus(es) where program will be offered:**
    ASU Online curriculum consists of courses that have no face-to-face content. iCourses are online courses for students in on-campus programs. iCourses may be included in a program, but may not comprise the entirety of a program. On-campus programs must have some face-to-face content
    Note: Office of the Provost approval is needed for ASU Online campus options.

    ☐   ASU Online only (all courses online and managed by ASU Online)
    All other campus or location options (please select all that apply):

    ☐ Downtown Phoenix   ☐ Polytechnic   ☐ Tempe   ☐ West   ☒ Other: <u>ASU @ Mesa City Center</u>

    ☐ **Both** on-campus **and** ☐ ASU Online* - (check applicable campus(es) from options listed above)

    *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 complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request. Prior to completing the online Curriculum ChangeMaker form, please contact EdPlus at asuonline@asu.edu who can provide you with additional information regarding the online request process

6. **Admission Requirements**
    Applicants must fulfill the requirements of both the Graduate College and the Herberger Institute for Design and the Arts.

    Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in media arts, engineering, design, or related field, from a regionally accredited institution.

    Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

All applicants must submit:
1. graduate admission application and application fee
2. official transcripts
3. letter of intent
4. resume
5. proof of English proficiency

Additional Application Information

Applicants whose native language is not English must provide proof of English proficiency regardless of current residency.

In the letter of intent, applicant should detail their professional goals and the alignment of those goals with the program.

7. **Application Review Terms (if applicable session):**
Indicate the first term and year in which applications will be opened for admission. Applications will be accepted on a rolling basis after that time.
   Note: It is the academic unit's responsibility to display program deadline dates on their website.

Terms	Years	University Late Fee Deadline
☒ Fall (regular) ☐ Session B	(year): 2022 (year):	July 1st October 1st
☒ Spring (regular) ☐ Session B	(year): 2023 (year):	December 1st February 8th
☐ Summer (regular) ☐ Summer B	(year): (year):	May 14th May 14th
Note: Session B is only available for approved online programs.		

   Program admission deadlines website address:

8. **Curricular Requirements:**
Curricular Structure Breakdown for the Academic Catalog:
(To be completed by the Graduate College)

   33 credit hours including the required applied project course (AME 593)

   Required Core (9 credit hours)
   AME 520 Understanding Activity (3)
   AME 530 Experiential Media Studies I (3)
   AME 532 Media Synthesis (3)

   Concentration (12 credit hours)
   AME 550 Prototyping Futures (3)
   AME 551 Designing Extended Reality Experiences (3)
   GIT 550 Digital Workflow Graphic Industry (3)
   HDA 581 Emerging Media Colloquium (3)

   Electives (6 credit hours)

   Other Requirements (3 credit hours)

AME 584 Internship (3)
AME 590 Reading and Conference (3)
AME 592 Research (3)
HDA 580 Practicum (3)

Culminating Experience (3 credit hours)
AME 593 Applied Project (3)

Additional Curriculum Information
For other requirements, students must complete a minimum of 3 credit hours of faculty-led research (AME 592), individualized instruction (AME 590), the design and implementation of public programs (HDA 580), or an internship (AME 584).

9. **Allow 400-level courses:**   ☒ **Yes**   ☐ **No**
    Note: No more than six credit hours of 400-level coursework may be included on a graduate student plan of study.

10. **Keywords**: List all keywords that could be used to search for this concentration. Keywords should be specific to the proposed concentration – limit 10 keywords.
    Interactive, art, experimental, experiential, engineering, technology, design, media, computer science

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

☐	Architecture & Construction	☐	Interdisciplinary Studies
☐	Arts	☐	Law & Justice
☐	Business	☐	Mathematics
☐	Communication & Media	☐	Psychology
☐	Education & Teaching	☐	STEM
☒	Engineering & Technology	☐	Science
☐	Entrepreneurship	☐	Social and Behavioral Sciences
☐	Health & Wellness	☐	Sustainability
☐	Humanities		

    B. Select **one (1)** secondary area of interest from the list below that applies to this program.

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

12. **Contact and Support Information:**

Office Location - Building Code & Room: *(Search ASU map)*	Dixie Gammage Hall, room 232
Campus Telephone Number: (may not be an individual's number)	TBD
Program Email Address: (may not be an individual's email)	TBD
Program Website Address:	(to be created in 2021-2022) artsmediaengineering.asu.edu

(if one is not yet created, use unit website until one can be established)	
Program Director (Name):	Jacob Pinholster
Program Director (ASURITE):	jpinhols
Program Support Staff (Name):	Kayla Elizondo-Núñez
Program Support Staff (ASURITE):	kelizond
Admissions Contact (Name):	Kayla Elizondo-Núñez
Admissions Contact (ASURITE):	kelizond

13. **Application and iPOS Recommendations:** List the Faculty and Staff that will input admission/POS recommendations to Gportal **and** indicate their approval for Admissions and/or POS:

NAME	ASURITE	ADMSN	POS
Jacob Pinholster	jpinhols	X	X
Robert LiKamWa	rlikamwa	X	
Stacey Kuznetsov	kstace	X	
Christina Carrasquilla	ccarrasq	X	

APPENDIX II

Assessment Plan

MS in Digital Culture (Extended Reality Technologies)

MS1610664074
Approved

HI-Herberger Institute
for Design and the Arts

Mission

This program will focus on the development of innovative tools and methodologies for extended reality and immersive technologies, including simulation, visualization, interaction, computer vision, human-computer interaction, experience design, and artificial intelligence/machine learning. Students will develop a fundamental understanding of how emerging media technologies can be used to create virtual worlds that simulate our world alongside entirely new ones. They will develop skills in the programming languages and software applications necessary to these production workflows. They will develop their abilities to manage projects, work effectively in collaborative teams, transform research into creative/technological products, and reflect upon the ethical, cultural, and social frameworks within which their work occurs. This program will be unique among emerging media programs through the application of these technologies and practices in socially engaged/transdisciplinary modalities, taking tools that evolved primarily from and for entertainment and applying them to the modeling of real-world challenges and futures. This combination of form and content aligns this program exceedingly well with the ASU Charter and Design Aspirations by advancing discoveries in both technology and understanding that simultaneously have public value and generate that value by engaging across disciplines and directly with the community. The student teams and faculty leaders will leverage advanced technologies to visualize, model, and embody new futures for our world; starting with the place they are in. Student success will be enabled by giving each student agency, access, and opportunity to effect real change - including through entrepreneurial and community-based endeavors. At the conclusion of this program, students will emerge well-qualified in one of the fastest-growing industries on the planet, where they will find fulfilling careers in applying these technologies and practices to entertainment, gaming, and creative media, workforce development, communication/remote presence, scientific and medical simulation, architectural visualization, culture creation and beyond.

Goals

This concentration has three primary goals: 1. To prepare graduates for a wide variety of career outcomes via the application of extended reality technologies and practices to a diverse array of fields and sectors. 2. To develop exemplary collaborators by engaging our students in transdisciplinary teams in the conceptualization and execution of complex, multi-stakeholder projects throughout the curriculum. 3. To produce alumni with high levels of self-efficacy and social embeddedness by charging them to produce work of value to the community and the world.

Outcome 1

Graduates will be able to understand and apply knowledge of technologies for extended reality, advanced visualization and related areas.

Concepts

Interpretation of complex extended reality designs into functioning virtual environments and tangible interactive systems. Creation of advanced visualizations for social impact and entrepreneurial applications. Effective workflow processes necessary

Competencies

Students will demonstrate professional-level skills in media-making including, but not limited to, images, graphics, composites, illustrations, motion graphics, audio, and video. Students will write code to drive extended reality interactions and environments.

to build flexible extended reality environments. Tangible and embodied interaction and physical/digital systems, including but not limited to motion capture/sensing, digital fabrication, etc.

Students will execute extended reality in various platforms. Students will interpret complex extended reality designs into functioning virtual environments and tangible interactive systems. Students will demonstrate the value added to creating advanced visualizations for social impact and entrepreneurial applications. Students will exhibit knowledge of effective workflow processes necessary to build flexible extended reality environments. Graduates will demonstrate their understanding of tangible and embodied interaction and physical/digital systems, including but not limited to motion capture/sensing, digital fabrication, etc.

Assessment Process: The assessed population will include all students registered for the courses specified in the performance criteria. This sample represents a cross-section of the curriculum so that student performance is captured at multiple points and evaluated on a consistent set of faculty-developed rubrics. Staff will coordinate gathering of data from relevant faculty at the end of each semester. Collated data to be reviewed by joint curriculum committee (composed of representatives from participating schools: School of Arts, Media and Engineering; The Design School; The Polytechnic School at Fulton Schools of Engineering), which governs overall curriculum structure and program development for the ASU @ Mesa City Center programs and makes recommendations to the curriculum committees, directors and deans of the School of Arts, Media and Engineering and the Herberger Institute for Design and the Arts. The committee will utilize this data for continuous improvement of the programs, particularly in understanding and enriching the connection between the courses over the length of the degree and the connection of this program to its sister programs at ASU @ Mesa City Center.

Measure 1
Performance on the final project of AME551 Designing Extended Reality Experiences.

Performance Criterion 1
Greater than 80% of the students will receive a grade of "B' or higher on the final project in AME551 Designing Extended Reality Experiences based on the faculty-designed rubric.

Measure 2
Measure 1.2: Students will demonstrate the value added to creating advanced visualizations for social impact, including but not limited to entrepreneurial ventures, community-engaged projects, and projects with industry partners.

Performance Criterion 2
Performance Criterion 1.2a: Greater than 80% of the students will receive a rating of "Meets Expectations" or above on the "Overall Group Rating" of the final project rubric when evaluated by the external stakeholder panel in the AME593 Applied Project course. Performance Criterion 1.2b: Greater than 80% of the students enrolled in a practicum course during the assessed period will receive a rating of "Meets Expectations" or higher based on the evaluation rubric for those courses.

Measure 3
Students will exhibit knowledge of effective workflow processes necessary to build flexible extended reality environments.

Performance Criterion 3

Greater than 80% of the students will receive a rating of "Meets expectations" or higher on the final project in GIT598/GIT 550 Digital Workflow based on the faculty-designed rubric.

Outcome 2

Graduates will apply their understanding and practice of data analysis, project development/management, design methodologies, storytelling and worldbuilding to explore and address problems, challenges and obstacles.

Concepts

Processes for the creation of storytelling and worldbuilding, including but not limited, to user-centered design methods, quantitative and qualitative data analysis, and prototyping. Diverse approaches and foundational principles in design fiction, worldbuilding and speculative design.

Competencies

Graduates will be able to plan, code, develop, and implement extended reality applications and interfaces using diverse technologies. Graduates will demonstrate equitable application of user-centered design methods to explore a problem space, particularly by working with stakeholders or real-world data to understand user needs and synthesizing problem and opportunity areas. Students will apply ideation and rapid prototyping techniques to envision solutions or alternatives. Students will contextualize their design solutions within real or imaginary worlds, and use worldbuilding as a method to explore the broader social, political, and ethical implications of their work.

Assessment Process: The assessed population will include all students registered for the courses specified in the performance criteria. This sample represents a cross-section of the curriculum so that student performance is captured at multiple points and evaluated on a consistent set of faculty-developed rubrics. Staff will coordinate gathering of data from relevant faculty at the end of each semester. Collated data to be reviewed by joint curriculum committee (composed of representatives from participating schools: School of Arts, Media and Engineering; The Design School; The Polytechnic School at Fulton Schools of Engineering), which governs overall curriculum structure and program development for the ASU @ Mesa City Center programs. The committee will utilize this data for continuous improvement of the programs, particularly in understanding and enriching the connection between the courses over the length of the degree and the connection of this program to its sister programs at ASU @ Mesa City Center.

Measure 1
Students selected and applied an appropriate set of methods to identify and scope a problem space.

Performance Criterion 1
Performance Criterion 2.1a: Greater than 80% of the students will receive a rating of "Satisfactory" or better from the evaluator panel in AME550 Prototyping Futures based on the faculty-designed rubric. Performance Criterion 2.1b: Greater than 80% of the students will earn a rating of "Meets expectations" or better on Workflow Design assignment in GIT598/GIT 550 Digital Workflow, based on the faculty-designed, evaluative rubric.

Measure 2
Students demonstrated knowledge of a breadth of methods and foundational principles in a comprehensive exam administered to all students reaching 15 credits towards the degree.

Performance Criterion 2

Greater than 80% of students receive a rating of "Meets expectations" or better on the comprehensive exam based on the rubric developed by their committee.

Measure 3
Overall performance in the annual public exhibition.

Performance Criterion 3
Performance Criterion 2.3a: Greater than 80% of students receive a rating of "Satisfactory" or better from the evaluator panel at the annual exhibition based on the faculty-designed rubric.   Performance Criterion 2.3b: Greater than 80% of students receive a rating of "Satisfactory" or better from the external stakeholder panel at the annual exhibition based on the faculty-designed rubric.

Outcome 3

Graduates will engage in inter- and transdisciplinary, multi-stakeholder collaboration to reframe, redefine and develop solutions to real-world challenges.

Concepts	Competencies
Creative and collaborative practices for guiding team and project development. Ethical engagement practices with external stakeholders. Effective processes for giving and receiving feedback as well as reflection on the performance of self and others.	Students will utilize knowledge of creative and collaborative practices to guide team and project development. Students will demonstrate understanding of ethical engagement practices with external stakeholders. Students will exhibit knowledge of effective processes for giving and receiving feedback as well as reflecting on the performance of themselves and others. Students will work in transdisciplinary, project-based teams with partners from industry and the community, collaboratively exploring the future of a neighborhood, a sector, a socio-technical system, a cultural institution, or an ecosystem. Graduates will learn to design generative inquiries, transform research into creative or technological products, develop strategies and reflect upon the implications of their work

Assessment Process: The assessed population will include all students registered for the courses specified in the performance criteria. This sample represents a cross-section of the curriculum so that student performance is captured at multiple points and evaluated on a consistent set of faculty-developed rubrics. Staff will coordinate gathering of data from relevant faculty at the end of each semester. Collated data to be reviewed by joint curriculum committee (composed of representatives from participating schools: School of Arts, Media and Engineering; The Design School; The Polytechnic School at Fulton Schools of Engineering), which governs overall curriculum structure and program development for the ASU @ Mesa City Center programs and makes recommendations to the curriculum committees, directors and deans of the School of Arts, Media and Engineering and the Herberger Institute for Design and the Arts. The committee will utilize this data for continuous improvement of the programs, particularly in understanding and enriching the connection between the courses over the length of the degree and the connection of this program to its sister programs at ASU @ Mesa City Center.

Measure 1

Overall performance on the primary project of the AME550 Prototyping Futures.

Performance Criterion 1

Greater than 80% of the students will receive a rating of "Meets expectations" or better on the primary project, based on the faculty-designed rubric.

Measure 2

Faculty panel and external stakeholder evaluation of the product of the AME 593 Applied Project course.

Performance Criterion 2

Performance criterion 3.2a: Greater than 80% of the students will receive a rating of "Meets Expectations" or above on the "Overall Group Rating" of the final project rubric when evaluated by the faculty panel. Performance criterion 3.2b: Greater than 80% of the students will receive a rating of "Meets Expectations" or above on the "Overall Group Rating" of the final project rubric when evaluated by the external stakeholder panel

Measure 3

Peer evaluation of individual contribution to the group in the AME 593 Applied Project course.

Performance Criterion 3

Greater than 80% of the students will receive a rating of "Meets Expectations" or better on the "Overall Individual Contribution" section of the peer evaluation instrument.

APPENDIX III

Statement of Collaboration and Impact

Herberger Institute of Design and the Arts – Official Submission

From:	Stephani Etheridge Woodson
To:	Curriculum Planning
Subject:	New Concentrations for the new camps ASU @ Mesa City Center (Fall 22)
Date:	Friday, January 29, 2021 4:35:32 PM
Attachments:	MS Digital Culture (Extended Reality Technologies new-graduate-concentration-proposal 2 unlocked.docx
	MSDIXD unlocked Final.docx
	Support Letters.zip
	Supporting Documents.zip
	image001.png

Hello, please find attached our proposed new concentrations for the new campus (which we wrote in under "other" for campus. All of the new courses were sent forward after full approvals.

The planning for these proposals was disrupted by the pandemic and by the change in personnel in my position (as well as the systems change for university evaluation + their personnel changes). I discovered that the evaluation plan was not submitted during the request to plan phase (or it never got completed? I cannot find them in the system, regardless). We are waiting on Jake to get the proper permission to input these into the new structure. I will be following up with Wells or Lisa to get that expedited.

with appreciation, Stephani

_____

Stephani Etheridge Woodson

Interim Associate Dean of Students

Herberger Institute for Design and the Arts

The FDT Evelyn Smith Professor | School of Music, Dance and Theatre

Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps

She/Her/Hers

COVID-19 Resources for Students

School of Arts, Media and Engineering

ASU Herberger Institute for
Design and the Arts
Arizona State University

To who it may concern,

     As Interim Director of the School of Arts, Media, and Engineering, I have consulted with our Graduate Program Director Todd Ingalls, and reviewed the proposed programs and concentrations related to Mesa. We are happy to support the program and work with the program participants and students.

Sincerely,

Pavan Turaga
Interim Director
School of Arts, Media and
Engineering

Fulton Schools of Engineering – The Polytechnic School

Friday, January 29, 2021 at 08:58:20 Mountain Standard Time

Subject: Re: Statement of support for Mesa degree programs
Date: Monday, January 25, 2021 at 12:16:16 PM Mountain Standard Time
From: Ann McKenna
To: Jake Pinholster, Kyle Squires
CC: Steven Tepper (Dean), Stephani Etheridge Woodson, Susan Squire, James Collofello

Hello Jake,
Thanks for sharing the materials. The polytechnic school is supportive of the MS degree programs in digital culture (extended reality technologies) and design (immersive design experience). We look forward to our continued partnership in advancing the Mesa City Center facility with innovative and mutually beneficial programs.
Regards,
Ann

Ann McKenna, PhD
Professor and Vice Dean for Strategic Advancement
Interim Vice Dean for Research and Innovation
Ira A. Fulton Schools of Engineering
699 S. Mill Avenue, Room 688
Tempe, AZ 85287-9309
Email: ann.mckenna@asu.edu
Phone: 480-727-5619

From: Jake Pinholster <jpinhols@asu.edu>
Date: Tuesday, January 19, 2021 at 6:06 PM
To: Kyle Squires <squires@asu.edu>
Cc: "Steven Tepper (Dean)" <Steven.Tepper@asu.edu>, Stephani Etheridge Woodson <swoodson@asu.edu>, Susan Squire <Susan.Squire@asu.edu>, Ann McKenna <Ann.McKenna@asu.edu>
Subject: Statement of support for Mesa degree programs

Dear Kyle, Ann, and Susan:

I hope your new year and new semester are going as well as can be expected in the crazy circumstances we find ourselves in!

On behalf of Dean Tepper and in my own role as director of the ASU @ Mesa City Center facility, I am writing to you today to request a letter of support for the new, transdisciplinary graduate concentrations that are being proposed for the ASU @ Mesa City Center. We are seeking approval of these degrees in this curriculum cycle in order to begin recruiting, etc., but the programs will not accept students until fall 2022 when the facility is open.

We have worked extensively with faculty from across IAFSE - particularly Christina Carrasquila in GIT - to design these programs, and we are excited for the intersection they represent between the Herberger Institute and Engineering. Brief descriptions of both programs are below, as well as links to the full PDF proposals.

If you are willing to submit a letter of support, we would ideally like to have that back from you by the end of next week (January 29th). I am also happy to provide a basic letter that you can sign off on, but I didn't want to presume.

Also, please note that you are going to receive a similar request from Dave Guston/Jamey Wetmore from SFIS in regards to the third concentration in the ASU@MCC trinity, the MS in Futures and Design, which is held in SFIS. In case you want to save some time by writing one letter that can cover all three programs.

Thank you so much - and please let me know if you have any questions.

Best
Jake

MS in Digital Culture (Extended Reality Technologies)
This program will focus on the development of innovative tools and methodologies for extended reality and immersive technologies, including simulation, visualization, interaction, computer vision, human-computer interaction, experience design, and artificial intelligence/machine learning. Students will develop a fundamental understanding of how emerging media technologies can be used to create virtual worlds that simulate our world alongside entirely new ones. They will develop skills in the programming languages and software applications necessary to these production workflows. They will develop their abilities to manage projects, work effectively in collaborative teams, transform research into creative/technological products, and reflect upon the ethical, cultural, and social frameworks within which their work occurs. These programs will be unique among emerging media programs through the application of these technologies and practices in socially engaged/transdisciplinary modalities, taking tools that evolved primarily from and for entertainment and applying them to the modeling of real-world challenges and futures.

MS in Design (Immersive Experience Design)
This program will focus on the practices of design for virtual environments/experiences for extended reality technologies, including composition/aesthetics of environmental design, programmatic/spatial requirements in both real and virtual universes, 3D printing/rapid prototyping, storytelling, and worldbuilding. Students will develop human-centered design methods to improve user experience using theories and concepts from cognition and psychology. They will develop their abilities to manage projects, work effectively in teams, and transform research into creative/technological products. This program is designed to serve as a transdisciplinary complement to the programs in Extended Reality Technologies and Design, Experience and Futures that will also occupy the ASU @ Mesa City Center facility. These programs will be unique among emerging media programs through the application of these technologies and practices in socially engaged/transdisciplinary modalities, taking tools that evolved primarily from and for entertainment and applying them to the modeling of real-world challenges and futures.

FULL PROPOSAL DOCUMENTS:
- MS in Digital Culture (Extended Reality Technologies)
- MS in Design (Immersive Experience Design

Jacob Pinholster
Founding Director, ASU @ Mesa City Center
Associate Dean, Enterprise Design and Operations
Associate Professor, Media Design
Herberger Institute for Design and the Arts
Arizona State University

From:	Katina Michael
To:	Ann McKenna; Stephani Etheridge Woodson; Jennifer Bekki
Cc:	Jacob Pinholster; Susan Squire; Jameson Wetmore
Subject:	RE: Letter of support for your courses" inclusion in HIDA"s two new concentrations
Date:	Monday, March 29, 2021 1:38:23 PM
Attachments:	image001.png

Dear Stephani:

- *that you are happy we are including your below courses, and*
  - SFIS is happy that you are incorporating PIT502 into your schedule.
- *that you will not cancel or disestablish said courses without letting us know and possibly offering alternatives.*
  - SFIS will <u>not</u> cancel PIT502 as it serves as a core course in the PIT curriculum.

Thank you again!

Katina
MSc (PIT) Program Chair

From: Ann McKenna
Sent: Monday, March 29, 2021 1:33 PM
To: Stephani Etheridge Woodson <swoodson@asu.edu>; Jennifer Bekki <jennifer.bekki@asu.edu>; Katina Michael <katina.michael@asu.edu>
Cc: Jacob Pinholster <jpinhols@mainex1.asu.edu>; Susan Squire <Susan.Squire@asu.edu>
Subject: Re: Letter of support for your courses' inclusion in HIDA's two new concentrations

Hello Stephani,
Thank you for your patience with my reply. The polytechnic school supports including the below GIT courses in your proposed MS in digital culture and MSD Design.
Best wishes,
Ann

From: Stephani Etheridge Woodson <swoodson@asu.edu>
Date: Friday, March 19, 2021 at 1:20 PM
To: Ann McKenna <Ann.McKenna@asu.edu>, Jennifer Bekki <jennifer.bekki@asu.edu>, Katina Michael <katina.michael@asu.edu>
Cc: Jacob Pinholster <jpinhols@mainex1.asu.edu>
Subject: Letter of support for your courses' inclusion in HIDA's two new concentrations

Hello! I hope you are well on this gloriously sunny AZ day. I am contacting you because the graduate college has asked for a specific letter of support from you regarding our inclusion of your courses (below) in our proposed MS in Digital Culture (Extended Reality Technologies) and MSD Design

(Experience Design). Attaching full proposals for your review.

Evidently, the Graduate College has experienced partner units disestablishing, changing or never scheduling courses integrated into other unit's graduate programs of study. Would you please affirm:

- that you are happy we are including your below courses, and
- that you will not cancel or disestablish said courses without letting us know and possibly offering alternatives.

Simply replying to this email and letting us know you agree will be sufficient. Have a lovely weekend.

GIT 502	New Media Internet Technologies

GIT 542	Usability and User Experience

GIT 540	Cross-media Design Solutions

GIT 550 OR GIT 598	Digital Workflow in the Graphics Industry OR Topic: Digital Workflow Graphic Industry

GIT 598	Topic: Interaction Design, Planning and Implementation
PIT 502	Co-Designing the Future

with appreciation, Stephani

_____

Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers

The College of Liberal Arts and Sciences

Friday, January 29, 2021 at 09:03:35 Mountain Standard Time

Subject:	Re: new, transdisciplinary graduate concentrations that are being proposed for the ASU @ Mesa City Center.
Date:	Monday, January 25, 2021 at 12:51:40 PM Mountain Standard Time
From:	Fabio Milner
To:	Stephani Etheridge Woodson
CC:	Kyle Rader, Paul LePore, Fabio Milner
Attachments:	image001.png

Dear Stephani,

The College is happy to support these two concentrations.

Best wishes,
Fabio

Fabio Augusto Milner, PhD
Associate Dean of Graduate Initiatives
Assistant Director, SA Levin MCMS Center
The College of Liberal Arts and Sciences
Director of Mathematics for STEM Education
School of Mathematical and Statistical Sciences
Arizona State University
SACNAS Board of Directors Member

College of Liberal Arts and Sciences
Arizona State University

Armstrong Hall, Office 214
P: 480/965-5877 | F: 480/965-2110
milner@asu.edu
URL: https://isearch.asu.edu/profile/1278293

From: Stephani Etheridge Woodson
Sent: Friday, January 22, 2021 4:31 PM
To: Paul LePore <Paul.Lepore@asu.edu>
Cc: Jacob Pinholster <jpinhols@asu.edu>
Subject: new, transdisciplinary graduate concentrations that are being proposed for the ASU @ Mesa City Center.

On behalf of the Herberger Institute, Dean Tepper, and Jake Pinholster, director of the ASU @ Mesa City Center facility, I am writing to request a response for the new, transdisciplinary graduate concentrations that are being proposed for the ASU @ Mesa City Center. We are seeking approval of these degrees in this curriculum cycle in order to begin recruiting, etc., but the programs will not accept students until fall 2022 when the facility is open.

The provost's office recommends that you also include a statement describing the opportunities for cross-university collaboration and optimization presented by this new program. How will the new program provide opportunities or areas for growth within the university? In what areas do you anticipate that there may be duplication of efforts or negative impact on your college? We would ideally like to have that back from you by the end of next week (January 29th).

Also, please note that you likely will receive a similar request from Dave Guston/Jamey Wetmore from SFIS in regards to the third concentration in the ASU@MCC trinity, the MS in Futures and Design, which is held in SFIS.

Thank you so much - and please let me know if you have any questions.

MS in Digital Culture (Extended Reality Technologies)
This program will focus on the development of innovative tools and methodologies for extended reality and immersive technologies, including simulation, visualization, interaction, computer vision, human-computer interaction, experience design, and artificial intelligence/machine learning. Students will develop a fundamental understanding of how emerging media technologies can be used to create virtual worlds that simulate our world alongside entirely new ones. They will develop skills in the programming languages and software applications necessary to these production workflows. They will develop their abilities to manage projects, work effectively in collaborative teams, transform research into creative/technological products, and reflect upon the ethical, cultural, and social frameworks within which their work occurs. These programs will be unique among emerging media programs through the application of these technologies and practices in socially engaged/transdisciplinary modalities, taking tools that evolved primarily from and for entertainment and applying them to the modeling of real-world challenges and futures.

MS in Design (Immersive Experience Design)
This program will focus on the practices of design for virtual environments/experiences for extended reality technologies, including composition/aesthetics of environmental design,

programmatic/spatial requirements in both real and virtual universes, 3D printing/rapid prototyping, storytelling, and worldbuilding. Students will develop human-centered design methods to improve user experience using theories and concepts from cognition and psychology. They will develop their abilities to manage projects, work effectively in teams, and transform research into creative/technological products. This program is designed to serve as a transdisciplinary complement to the programs in Extended Reality Technologies and Design, Experience and Futures that will also occupy the ASU @ Mesa City Center facility. These programs will be unique among emerging media programs through the application of these technologies and practices in socially engaged/transdisciplinary modalities, taking tools that evolved primarily from and for entertainment and applying them to the modeling of real-world challenges and futures.

FULL PROPOSAL DOCUMENTS:
- MS in Digital Culture (Extended Reality Technologies)
- MS in Design (Immersive Experience Design

with appreciation, Stephani

_____

Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers
<image001.png>

COVID-19 Resources for Students

College of Integrative Sciences and Arts

Tuesday, March 16, 2021 at 17:11:07 Mountain Standard Time

Subject:	FW: Request for a Letter of Support
Date:	Wednesday, March 10, 2021 at 12:09:29 PM Mountain Standard Time
From:	Duane Roen
To:	Stephani Etheridge Woodson
CC:	Steven Tepper (Dean), Jacob Pinholster
Attachments:	image001.png

Hi, Stephani.

Andy has more carefully read all the materials for the proposal for the MS in Design (Experience Design) and the MS in Digital Culture (Extended Realities Technologies).

Given Andy's response below, CISA is happy to support both proposals.

Best,
Duane

Duane Roen
Dean, College of Integrative Sciences and Arts
Vice Provost, Polytechnic campus
Arizona State University
Mail Code: 2780
7271 E Sonoran Arroyo Mall
Mesa, AZ 85212-6415
P: 480-727-1415

From: Andrew Mara
Sent: Wednesday, March 10, 2021 8:28 AM
To: Duane Roen <Duane.Roen@asu.edu>
Subject: Re: Request for a Letter of Support

Here's the longer reply:

The Extended Reality concentrations look amazing (and very supportable). I would only offer that they could consider our TWC 544 User Experience course as an elective (it is similar to one that they have from GIT, but they may want flexibility and more seats) and the TWC 536 Project Management course for the Experience Design course as a supplement to the management that they will be practicing in their teams and projects, since it would give space for their students to think about methods, principles, and implementation of project management apart from the tussle of their really interesting collaborative classes. Both of these are wonderful in the way that they add immersive, virtual, and augmented reality capacities to our current array of UX coursework. Ultimately, I would love it if they felt like including our classes as potential electives and/or if they wanted to leave a few seats for some of our UX grad students. Not a requirement for support, but welcome gestures and bridges across the campuses, if they are willing.

Andy

From: Stephani Etheridge Woodson <swoodson@asu.edu>
Sent: Tuesday, March 9, 2021 4:32 PM
To: Stephani Etheridge Woodson <swoodson@asu.edu>
Cc: Steven Tepper (Dean) <Steven.Tepper@asu.edu>; Jacob Pinholster <jpinhols@mainex1.asu.edu>
Subject: Request for a Letter of Support

Good afternoon!

The Herberger Institute for Design and the Arts requests a review and then hopefully a letter of support and/or collaboration from your college for two new (and linked) masters level concentrations that we are planning for FALL 2022 to be housed in the new Mesa building. Attached please find our proposals for the **MS in Design (Experience Design)** and the **MS in Digital Culture (Extended Realities Technologies)**. We are happy to answer any questions you might have and look forward to hearing from you.

with appreciation, Stephani, Steven and Jake

_____

Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers

COVID-19 Resources for Students

College of Global Futures - School for the Future of Innovation in Society

---------- Forwarded message ---------
From: **David Guston** <David.Guston@asu.edu> Date:
Mon, Jan 25, 2021 at 10:23 AM
Subject: Support statement
To: Jake Pinholster <jpinhols@asu.edu>
Cc: Kathleen Vogel <Kathleen.Vogel@asu.edu>, Jameson Wetmore <Jameson.Wetmore@asu.edu>

Jake

The School for the Future of Innovation in Society is happy to support both of the proposals you have put forward – the Concentration in Extended Reality Technologies as part of your existing MS in Digital Culture and the Concentration in Immersive Experience Design as part of your existing MS in Design. We believe that these will be exciting additions to ASU at Mesa City Center and will take advantage of the advanced facilities being built there. We are looking forward to partnering with you to provide electives for these programs and to integrating some of the courses you develop for these programs into the parallel program we are currently developing, the MS in Futures in Design.

Thanks again for putting these programs together. We look forward to working with you to provide a truly unique experience for future ASU students.

Best,

Dave

David H. Guston

Foundation Professor

Director, School for the Future of Innovation in Society

Associate Vice Provost for Discovery, Engagement and Outcomes Global

Futures Laboratory

Arizona State University

From:	Katina Michael
To:	Ann McKenna; Stephani Etheridge Woodson; Jennifer Bekki
Cc:	Jacob Pinholster; Susan Squire; Jameson Wetmore
Subject:	RE: Letter of support for your courses" inclusion in HIDA"s two new concentrations
Date:	Monday, March 29, 2021 1:38:23 PM
Attachments:	image001.png

Dear Stephani:

- *that you are happy we are including your below courses, and*
    - SFIS is happy that you are incorporating PIT502 into your schedule.
- *that you will not cancel or disestablish said courses without letting us know and possibly offering alternatives.*
    - SFIS will <u>not</u> cancel PIT502 as it serves as a core course in the PIT curriculum.

Thank you again!

Katina
MSc (PIT) Program Chair

From: Ann McKenna
Sent: Monday, March 29, 2021 1:33 PM
To: Stephani Etheridge Woodson <swoodson@asu.edu>; Jennifer Bekki <jennifer.bekki@asu.edu>; Katina Michael <katina.michael@asu.edu>
Cc: Jacob Pinholster <jpinhols@mainex1.asu.edu>; Susan Squire <Susan.Squire@asu.edu>
Subject: Re: Letter of support for your courses' inclusion in HIDA's two new concentrations

Hello Stephani,
Thank you for your patience with my reply. The polytechnic school supports including the below GIT courses in your proposed MS in digital culture and MSD Design.
Best wishes,
Ann

From: Stephani Etheridge Woodson <swoodson@asu.edu>
Date: Friday, March 19, 2021 at 1:20 PM
To: Ann McKenna <Ann.McKenna@asu.edu>, Jennifer Bekki <jennifer.bekki@asu.edu>, Katina Michael <katina.michael@asu.edu>
Cc: Jacob Pinholster <jpinhols@mainex1.asu.edu>
Subject: Letter of support for your courses' inclusion in HIDA's two new concentrations

Hello! I hope you are well on this gloriously sunny AZ day. I am contacting you because the graduate college has asked for a specific letter of support from you regarding our inclusion of your courses (below) in our proposed MS in Digital Culture (Extended Reality Technologies) and MSD Design

(Experience Design). Attaching full proposals for your review.

Evidently, the Graduate College has experienced partner units disestablishing, changing or never scheduling courses integrated into other unit's graduate programs of study. Would you please affirm:

- that you are happy we are including your below courses, and
- that you will not cancel or disestablish said courses without letting us know and possibly offering alternatives.

Simply replying to this email and letting us know you agree will be sufficient. Have a lovely weekend.

GIT 502	New Media Internet Technologies

GIT 542	Usability and User Experience

GIT 540	Cross-media Design Solutions

GIT 550 OR GIT 598	Digital Workflow in the Graphics Industry OR Topic: Digital Workflow Graphic Industry

GIT 598	Topic: Interaction Design, Planning and Implementation
PIT 502	Co-Designing the Future

with appreciation, Stephani

_____
Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers

College of Global Futures

Subject:	RE: Request for a Letter of Support
Date:	Tuesday, March 9, 2021 at 4:59:54 PM Mountain Standard Time
From:	Christopher Boone
To:	Stephani Etheridge Woodson
CC:	Steven Tepper (Dean), Jacob Pinholster
Attachments:	image004.png, image001.png, image005.jpg

Dear all,

The College of Global Futures is pleased to support these proposals and looks forward to collaborating with you on these innovative offerings.

Chris

Christopher Boone
Dean, College of Global Futures
Professor, School of Sustainability

ASU College of Global Futures
Arizona State University

https://collegeofglobalfutures.asu.edu/
PO Box 875502, Tempe, AZ 85287-5502
Executive Assistant: Lorraine.Protocollo@asu.edu
480-965-2236
The College of Global Futures embraces ASU's mission as being a comprehensive public research university, measured not by whom it excludes, but rather by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves. We support and foster a culture of inclusiveness, tolerance, and respect that promotes equal opportunity and diversity among faculty, staff, and students and through our engagement with diverse communities within and beyond the University.

Kapucinski, Anne, R., Agrawal, Arun, Boone, Christopher, Bromaghim, Erin, Louis, Garrick E., Taylor, Dorceta E. 2020. *Strengthening Sustainability Programs and Curricula in Higher Education*. Washington. D.C.: The National Academies Press. https://doi.org/10.17226/25821

From: Stephani Etheridge Woodson <swoodson@asu.edu>
Sent: Tuesday, March 9, 2021 4:32 PM
To: Stephani Etheridge Woodson <swoodson@asu.edu>
Cc: Steven Tepper (Dean) <Steven.Tepper@asu.edu>; Jacob Pinholster <jpinhols@mainex1.asu.edu>
Subject: Request for a Letter of Support

Good afternoon!

The Herberger Institute for Design and the Arts requests a review and then hopefully a letter of support and/or collaboration from your college for two new (and linked) masters level concentrations that we are planning for FALL 2022 to be housed in the new Mesa building. Attached please find our proposals for the

MS in Design (Experience Design) and the **MS in Digital Culture (Extended Realities Technologies)**. We are happy to answer any questions you might have and look forward to hearing from you.

with appreciation, Stephani, Steven and Jake

_____

Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers

COVID-19 Resources for Students

ARIZONA STATE UNIVERSITY

New College of Interdisciplinary Arts and Sciences

From: "Todd Sandrin (DEAN)" <Todd.Sandrin@asu.edu>
Date: January 29, 2021 at 5:35:29 PM MST
To: Jake Pinholster <jpinhols@asu.edu>
Cc: "Steven Tepper (Dean)" <Steven.Tepper@asu.edu>, Stephani Etheridge Woodson <swoodson@asu.edu>, Patricia Friedrich <Patricia.Friedrich@asu.edu>, Molly Isbell <mrisbell@asu.edu>
Subject: Re: Statement of support for Mesa degree programs

Hi Jake,

ASU New College is pleased to support the Herberger Institute's and the School for the Future of Innovation's development of the new graduate concentrations for the ASU @ Mesa City Center facility. The concentrations in Extended Reality Technologies, Immersive Experience Design and Futures and Design appear to be well designed for transdisciplinary engagement in addition to being well aligned with important emerging fields. These programs are also a strong complement to our upcoming BFA and MFA programs in Game Design, and we look forward to collaborating to identify shared courses and additional opportunities for students.

Best regards,
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
<Outlook-vykdi4ng.png>

Instagram | Twitter

From: Jake Pinholster <jpinhols@asu.edu>
Sent: Tuesday, January 19, 2021 6:05 PM
To: Todd Sandrin (DEAN) <Todd.Sandrin@asu.edu>
Cc: Steven Tepper (Dean) <Steven.Tepper@asu.edu>; Stephani Etheridge Woodson <swoodson@asu.edu>
Subject: Statement of support for Mesa degree programs

Dear Todd:

I hope your new year and new semester are going as well as can be expected in the crazy circumstances we find ourselves in! I also hope that your gaming program development is going well.

On behalf of Dean Tepper and in my own role as director of the ASU @ Mesa City Center facility, I am writing to you today to request a letter of support for the new, transdisciplinary graduate concentrations that are being proposed for the ASU @ Mesa City Center. We are seeking approval of these degrees in this curriculum cycle in order to begin recruiting, etc., but the programs will not accept students until fall 2022 when the facility is open.

If you are willing to submit a letter of support, we would ideally like to have that back from you by the end of next week (January 29th). I am also happy to provide a basic letter that you can sign off on, but I didn't want to presume.

Also, please note that you are going to receive a similar request from Dave Guston/Jamey Wetmore from SFIS in regards to the third concentration in the ASU@MCC trinity, the MS in Futures and Design, which is held in SFIS. In case you want to save some time by writing one letter that can cover all three programs.

Thank you so much - and please let me know if you have any questions.

Best
Jake

MS in Digital Culture (Extended Reality Technologies)
This program will focus on the development of innovative tools and methodologies for extended reality and immersive technologies, including simulation, visualization, interaction, computer vision, human-computer interaction, experience design, and artificial intelligence/machine learning. Students will develop a fundamental understanding of how emerging media technologies can be used to create virtual worlds that simulate our world alongside entirely new ones. They will develop skills in the programming languages and software applications necessary to these production

workflows. They will develop their abilities to manage projects, work effectively in collaborative teams, transform research into creative/technological products, and reflect upon the ethical, cultural, and social frameworks within which their work occurs. These programs will be unique among emerging media programs through the application of these technologies and practices in socially engaged/transdisciplinary modalities, taking tools that evolved primarily from and for entertainment and applying them to the modeling of real-world challenges and futures.

MS in Design (Immersive Experience Design)
This program will focus on the practices of design for virtual environments/experiences for extended reality technologies, including composition/aesthetics of environmental design, programmatic/spatial requirements in both real and virtual universes, 3D printing/rapid prototyping, storytelling, and worldbuilding. Students will develop human-centered design methods to improve user experience using theories and concepts from cognition and psychology. They will develop their abilities to manage projects, work effectively in teams, and transform research into creative/technological products. This program is designed to serve as a transdisciplinary complement to the programs in Extended Reality Technologies and Design, Experience and Futures that will also occupy the ASU @ Mesa City Center facility. These programs will be unique among emerging media programs through the application of these technologies and practices in socially engaged/transdisciplinary modalities, taking tools that evolved primarily from and for entertainment and applying them to the modeling of real-world challenges and futures.

FULL PROPOSAL DOCUMENTS:

- **MS in Digital Culture (Extended Reality Technologies)**
- **MS in Design (Immersive Experience Design**

Jacob Pinholster
Founding Director, ASU @ Mesa City Center
Associate Dean, Enterprise Design and Operations
Associate Professor, Media Design
Herberger Institute for Design and the Arts
Arizona State University

Mail Code: 2102
Tempe, AZ 85287-2002
p: 480-965-2696 c: 917-903-6210
email: jpinhols@asu.edu

Pronouns: he/him/his

ASU top 1% of world's most prestigious universities
—Times Higher Education

ASU #1 in the U.S. for innovation
—U.S. News & World Report

Walter Cronkite School of Journalism and Mass Communication

Tuesday, March 16, 2021 at 17:11:33 Mountain Standard Time

Subject: RE: Request for a Letter of Support
Date: Tuesday, March 9, 2021 at 8:37:00 PM Mountain Standard Time
From: Kristin Gilger
To: Stephani Etheridge Woodson
CC: Steven Tepper (Dean), Jacob Pinholster
Attachments: image002.png, image003.png

The Cronkite School supports these two new degree programs.

Kristin Gilger
Interim Dean
Reynold Professor in Business Journalism

Walter Cronkite School of
Journalism and Mass Communication
Arizona State University
Home of Arizona PBS

mobile: 480-273-6128
email: kristin.gilger@asu.edu

ASU Walter Cronkite School of Journalism and Mass Communication
Arizona State University

From: Stephani Etheridge Woodson <swoodson@asu.edu>
Sent: Tuesday, March 09, 2021 4:32 PM
To: Stephani Etheridge Woodson <swoodson@asu.edu>
Cc: Steven Tepper (Dean) <Steven.Tepper@asu.edu>; Jacob Pinholster <jpinhols@mainex1.asu.edu>
Subject: Request for a Letter of Support

Good afternoon!

The Herberger Institute for Design and the Arts requests a review and then hopefully a letter of support and/or collaboration from your college for two new (and linked) masters level concentrations that we are planning for FALL 2022 to be housed in the new Mesa building. Attached please find our proposals for the **MS in Design (Experience Design)** and the **MS in Digital Culture (Extended Realities Technologies)**. We are happy to answer any questions you might have and look forward to hearing from you.

with appreciation, Stephani, Steven and Jake

Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers

ASU Herberger Institute for Design and the Arts
Arizona State University

COVID-19 Resources for Students

Sandra Day O'Connor College of Law

Tuesday, March 16, 2021 at 17:13:09 Mountain Standard Time

Subject:	RE: Request for a Letter of Support
Date:	Thursday, March 11, 2021 at 9:31:35 AM Mountain Standard Time
From:	Tamara Herrera
To:	Stephani Etheridge Woodson
CC:	Steven Tepper (Dean), Jacob Pinholster
Attachments:	image001.png

Hello Dean Woodson,

The College of Law has reviewed the attached proposals for the new concentrations and supports both proposals.

Please let us know if you need anything additional.

I hope you have a nice weekend --
Tamara

Tamara Herrera
Associate Dean of Academic Affairs
W.P. Kay Fellow
Clinical Professor of Law
Sandra Day O'Connor College of Law
Arizona State University
111 E. Taylor Street
Phoenix, Arizona 85004-4467
tamara.herrera@asu.edu
480-727-7194

From: Stephani Etheridge Woodson <swoodson@asu.edu>
Sent: Tuesday, March 9, 2021 4:32 PM
To: Stephani Etheridge Woodson <swoodson@asu.edu>
Cc: Steven Tepper (Dean) <Steven.Tepper@asu.edu>; Jacob Pinholster <jpinhols@mainex1.asu.edu>
Subject: Request for a Letter of Support

Good afternoon!

The Herberger Institute for Design and the Arts requests a review and then hopefully a letter of support and/or collaboration from your college for two new (and linked) masters level concentrations that we are planning for FALL 2022 to be housed in the new Mesa building. Attached please find our proposals for the **MS in Design (Experience Design)** and the **MS in Digital Culture (Extended Realities Technologies)**. We are happy to answer any questions you might have and look forward to hearing from you.

with appreciation, Stephani, Steven and Jake
_____

Stephani Etheridge Woodson

Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers

COVID-19 Resources for Students

College of Health Solutions

Tuesday, March 16, 2021 at 17:10:27 Mountain Standard Time

Subject: Re: Request for a Letter of Support
Date: Tuesday, March 9, 2021 at 5:26:39 PM Mountain Standard Time
From: Deborah Helitzer (Dean)
To: Stephani Etheridge Woodson
CC: Steven Tepper (Dean), Jacob Pinholster
Attachments: image001.png

Hi Stephani – The College of Health Solutions is pleased to provide its support to your proposals for the **MS in Design (Experience Design)** and the **MS in Digital Culture (Extended Realities Technologies)**. In fact, we hope that you will consider how these very important programs can interact with and engage health systems and populations to keep them healthy and optimize the lives of those with chronic health problems.

Best of luck to you.

Warm regards and stay safe,

Deborah

Deborah Helitzer, Sc.D.
Dean and Professor
College of Health Solutions
Arizona State University

For all questions or appointments, please contact Tyna Chu (tyna.chu@asu.edu), 602-496-0789

From: Stephani Etheridge Woodson <swoodson@asu.edu>
Date: Tuesday, March 9, 2021 at 4:31 PM
To: Stephani Etheridge Woodson <swoodson@asu.edu>
Cc: Steven Tepper (Dean) <Steven.Tepper@asu.edu>, Jacob Pinholster <jpinhols@mainex1.asu.edu>
Subject: Request for a Letter of Support

Good afternoon!

The Herberger Institute for Design and the Arts requests a review and then hopefully a letter of support and/or collaboration from your college for two new (and linked) masters level concentrations that we are planning for FALL 2022 to be housed in the new Mesa building. Attached please find our proposals for the **MS in Design (Experience Design)** and the **MS in Digital Culture (Extended Realities Technologies)**. We are happy to answer any questions you might have and look forward to hearing from you.

with appreciation, Stephani, Steven and Jake

_____
Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers

Edson College of Nursing and Health Innovation

ASU Herberger Institute for Design and the Arts
Arizona State University

19 March 2021

TO: Dean Karshmer and Associate Dean Kenny, Associate Dean Coon, and Senior Associate Dean Thatcher
Edson College of Nursing and Health Innovation

FR: Dean Tepper, Associate Dean Pinholster and Associate Dean Etheridge Woodson
Herberger Institute for Design and the Arts

RE: Partnership and Synergy b/t the MSD – Experience Design and MS Digital Culture – Extended Reality Technologies & the MS Health Care Simulation (MS-HSC) degree

Hello all,

We are excited by the possibilities of partnership (both curricularly and project/research) with Edson's Fall 21 launch of the MS in Health Care Simulation. In particular, we look forward to a deeper dive into how your coursework can function as approved electives for our students (in particular, Foundations of Healthcare Simulation (HCS 501) and your students' participation in our courses. As current partners in the Creative Health Collaborations NEA Research Center, we are really excited by potential for extending our work together as we ramp up to our Fall 22 start for these new concentrations. We will be adding new faculty to support these concentrations and think that the transdisciplinary nature of your degree and our concentrations make perfect sense for an expansion of how VR and AR can potentially extend practices in health care and health promotion.

Sincerely,

[signature]

_____
Stephani Etheridge Woodson
Interim Associate Dean of Students
FDT Evelyn Smith Professor
Director, Design and Arts Corps | Herberger Institute for Design and the Arts
POBOX 872102
Tempe AZ 85287-2102
herbergerinstitute.asu.edu/design-and-arts-corps

W. P. Carey School of Business

Tuesday, March 16, 2021 at 17:13:40 Mountain Standard Time

Subject: RE: Request for a Letter of Support

Date: Sunday, March 14, 2021 at 5:13:11 PM Mountain Standard Time

From: Amy Ostrom

To: Stephani Etheridge Woodson

CC: Steven Tepper (Dean), Jacob Pinholster

Attachments: image002.png, image003.png

Hi Stephani, Steven, and Jake,

Thank you for the opportunity to review these degrees.

We support the establishment of both the MS in Design (Experience Design) and MS in Digital Culture (Extended Realities Technologies).
They look like excellent degrees.

Please let me know if you need anything else.

Best wishes,
Amy

Amy L. Ostrom, PhD
Arizona State University | W. P. Carey School of Business
Interim Dean, President's Professor and PetSmart Chair in Services Leadership
amy.ostrom@asu.edu | Ph: 480.965.6412
wpcarey.asu.edu | news.wpcarey.asu.edu
Pronouns: she/her/hers – SafeZONE Ally

W. P. Carey
School of Business
Arizona State University

Where Business is Personal®

From: Stephani Etheridge Woodson <swoodson@asu.edu>
Sent: Tuesday, March 9, 2021 4:32 PM
To: Stephani Etheridge Woodson <swoodson@asu.edu>
Cc: Steven Tepper (Dean) <Steven.Tepper@asu.edu>; Jacob Pinholster <jpinhols@mainex1.asu.edu>

Subject: Request for a Letter of Support

Good afternoon!

The Herberger Institute for Design and the Arts requests a review and then hopefully a letter of support and/or collaboration from your college for two new (and linked) masters level concentrations that we are planning for FALL 2022 to be housed in the new Mesa building. Attached please find our proposals for the **MS in Design (Experience Design)** and the **MS in Digital Culture (Extended Realities Technologies)**. We are happy to answer any questions you might have and look forward to hearing from you.

with appreciation, Stephani, Steven and Jake

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Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers

COVID-19 Resources for Students

Thunderbird School of Global Management

From: Lena Booth <Lena.Booth@thunderbird.asu.edu>
Date: Friday, March 19, 2021 at 12:30 PM
To: Stephani Etheridge Woodson <swoodson@asu.edu>
Cc: "Steven Tepper (Dean)" <Steven.Tepper@asu.edu>, Jacob Pinholster <jpinhols@mainex1.asu.edu>, "Sanjeev Khagram (Dean)" <Sanjeev.Khagram@thunderbird.asu.edu>
Subject: Re: Request for a Letter of Support

Dear Stepahni:

Thunderbird is pleased to support these two very trendy, technology driven concentrations which we believe could significantly help prepare students for future careers. We wish you all the success in launching them.

We also hope to have the opportunity to collaborate with you in the future, to offer these concentration courses to our Master of Global Management students as specialization courses or electives.

Lena

Lena C. Booth, Ph.D. | Associate Dean of Graduate Programs and Associate Professor of Finance | Thunderbird School of Global Management | 400 E Van Buren, Suite 800 | Phoenix, AZ 85004 | Phone: 602-496-7061 | Email: lena.booth@thunderbird.asu.edu | Website: https://thunderbird.asu.edu/

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From: Stephani Etheridge Woodson <swoodson@asu.edu>
Date: Tuesday, March 9, 2021 at 4:31 PM
To: Stephani Etheridge Woodson <swoodson@asu.edu>
Cc: "Steven Tepper (Dean)" <Steven.Tepper@asu.edu>, Jacob Pinholster <jpinhols@mainex1.asu.edu>
Subject: Request for a Letter of Support

Good afternoon!

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with appreciation, Stephani, Steven and Jake

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Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers

Watts College of Public Service and Community Solutions

Tuesday, March 16, 2021 at 17:11:57 Mountain Standard Time

Subject: Re: Request for a Letter of Support
Date: Wednesday, March 10, 2021 at 11:38:00 AM Mountain Standard Time
From: William Terrill
To: Stephani Etheridge Woodson
Attachments: image001.png

Hi Stephani.

The Watts College of Public Service and Community Solutions is please support your MS in Design (Experience Design) and MS in Digital Culture (Extended Realities Technologies).

Best Regards,

William Terrill, PhD

Arizona State University

Associate Dean, Watts College of Public Service and Community Solutions

Professor, School of Criminology & Criminal Justice

Co-Editor, *Policing: A Journal of Policy & Practice*

On Tue, Mar 9, 2021 at 4:31 PM Stephani Etheridge Woodson <swoodson@asu.edu> wrote:

Good afternoon!

The Herberger Institute for Design and the Arts requests a review and then hopefully a letter of support and/or collaboration from your college for two new (and linked) masters level concentrations that we are planning for FALL 2022 to be housed in the new Mesa building. Attached please find our proposals for the **MS in Design (Experience Design)** and the **MS in Digital Culture (Extended Realities Technologies)**. We are happy to answer any questions you might have and look forward to hearing from you.

with appreciation, Stephani, Steven and Jake

_____

Stephani Etheridge Woodson

Interim Associate Dean of Students

Herberger Institute for Design and the Arts

The FDT Evelyn Smith Professor | School of Music, Dance and Theatre

Mary Lou Fulton Teachers College

Tuesday, March 16, 2021 at 17:09:05 Mountain Standard Time

Subject:	Re: Request for a Letter of Support
Date:	Tuesday, March 9, 2021 at 4:33:47 PM Mountain Standard Time
From:	Carole Basile (Dean)
To:	Stephani Etheridge Woodson
CC:	Steven Tepper (Dean), Jacob Pinholster, Elisabeth Gee
Attachments:	image001.png

The MLFTC is happy to support both programs and believe courses associated with these programs may also serve our MA in Education as we think about interdisciplinary possibilities!

Best--cb

Carole G. Basile
Dean
Arizona State University
Mary Lou Fulton Teachers College
P.O. Box 871811, Tempe, AZ 85281-1811
O: 480.965.3463 | M: 480.310.6887

From: Stephani Etheridge Woodson <swoodson@asu.edu>
Date: Tuesday, March 9, 2021 at 4:31 PM
To: Stephani Etheridge Woodson <swoodson@asu.edu>
Cc: Steven Tepper (Dean) <Steven.Tepper@asu.edu>, Jacob Pinholster <jpinhols@mainex1.asu.edu>
Subject: Request for a Letter of Support

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with appreciation, Stephani, Steven and Jake

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Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers

COVID-19 Resources for Students

PROPOSAL PROCEDURES CHECKLIST

Academic units should adhere to the following procedures when requesting new curricular initiatives (degrees, concentrations or certificates).

X **Obtain the required approval from the Office of the Provost to move the initiative forward for internal ASU governance reviews/approvals. Please see the academic strategic plan website at: https://provost.asu.edu/curriculum-development.**

X **Submit any new courses that will be required for the new curricular program to the Curriculum ChangeMaker online course approval system for review and approval.**

- Additional information can be found at the Provost's Office Curriculum Development website: Courses link
- For questions regarding proposing new courses, send an email to: courses@asu.edu

X **Prepare the applicable proposal template and operational appendix for the proposed initiative.**

X **Obtain letters or memos of support or collaboration (if applicable).**

- When resources (faculty or courses) from another academic unit will be utilized
- When other academic units may be impacted by the proposed program request
- if the program will have an online delivery option support will be required from the Provost's office and ASU Online. (*Please complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.*)

X **Obtain the internal reviews/approvals of the academic unit.**

- Internal faculty governance review committee(s)
- academic unit head (e.g. Department Chair or School Director)
- academic unit Dean (will submit approved proposal to the curriculumplanning@asu.edu email account for further ASU internal governance reviews (as applicable, University Graduate Council, CAPC and Senate)

Additional Recommendations

All new graduate programs require specific processes and procedures to maintain a successful degree program. Below are items that the Graduate College strongly recommends that academic units establish after the program is approved for implementation.

☐ **Establish satisfactory academic progress policies, processes and guidelines** – Check within the proposing academic unit and/or college to see if there are existing academic progress policies and processes in place. If none have been established, please go to http://graduate.asu.edu/faculty_staff/policies and scroll down to the **academic progress review and remediation processes** (for faculty and staff) section to locate the reference tool and samples for establishing these procedures.

☐ **Establish a Graduate Student Handbook for the new degree program** – Students need to know the specific requirements and milestones they must meet throughout their degree program. A Graduate Student Handbook provided to students when they are admitted to the degree program and published on the website for the new degree gives students this information. Include in the handbook the unit/college satisfactory academic progress policies, current degree program requirements (outlined in the approved proposal) and provide a link to the Graduate Policies and Procedures website. Please go to http://graduate.asu.edu/faculty_staff/policies to access Graduate Policies and Procedures.