

First Name

LISA

Last Name

BOYLES

Person ID

0688953

Department

Art, Communication & Theatre

## Justification For Program

Proposed Program Name

BA in Digital Design

Description of Proposed Program

BA in Digital Design with an emphasis area in multimedia design. Multimedia designers combine text, audio, graphics, and video to communicate messages. The position of Multimedia Designer is primarily responsible for developing and executing professional quality design concepts that support the companys product and service objectives. This position plays a lead role in graphic design, advertising, video production, event coordination, resource management, website design, development of sales collateral and offers opportunity for growth.

Employment Demand for Proposed Program

Average salary is \$74,534.00 according to Salary.com. There are 21,800 current job openings. The number of jobs is expected to grow substantially over the next 10 years. Projected job growth is 23% for the period 2021-2031 in the US, according to the U.S. Bureau of Labor Statistics. Thus, the number of jobs is expected to grow substantially over the next 10 years. Projected job growth is 23% for the period 2021-2031 in the US, according to the U.S. Bureau of Labor Statistics.

Unmet Need for Proposed Program

Currently, Creative Media & Visual Arts houses a BA in Communication and a BFA in Art. The new proposed program is a collaboration between the BA in Communications and BFA in Art. A BA in Digital Design with an emphasis area in multimedia design requires a student to have a foundation in a BFA in Art, particularly Graphic Design, but also requires students to have skills from the BA in communication emphases areas of strategic communication and film and live entertainment. Students graduating with a BFA in Graphic Design would lack the necessary skills of audio, video, video editing, social media communication, entertainment management, scenography, writing, and theories of advertising that the communication students acquire. Neither the BFA in Art with the Graphic Design emphasis, nor the BA in Communication with emphasis areas in strategic communication or film and live entertainment, fills the need and provides students with the necessary skills for digital design with an emphasis in multimedia design. The proposed program also includes a course in applied web site design that is a requirement for a multimedia designer but it is not part of any curriculum at SWOSU. There is currently not an educational program for a student interested in digital design with an emphasis in multimedia design.

This new BA in digital design with an emphasis in multimedia design would attract new students to SWOSU and Creative Media and Visual Arts by providing the qualifications for a new pathway to job positions that our current graduates do not qualify for. In addition, the BFA in Art loses students who do not excel in the studio art requirements. The BA in Digital Design might also be a pathway for retaining students struggling in studio art course requirements while attempting a BFA in Art with a graphic design emphasis. Research in the current job trends indicate that current graphic designers do not have the skills to transition to a multimedia designer position without additional education. A multimedia designer is in high demand in the job market and the average salaries are impressive.

Program Method of Delivery

Traditional only

# New Program Proposal

## NPP Submission Date

08/14/2024

## Withdraw LOI

## NPP Requested Instructional Program Code

## NPP CIP Code (6-digits)

50.0401

## NPP Accreditation

NA

## NPP Proposed Implementation Date (i.e. Fall 2025)

Spring 25

## NPP Location(s) where program will be offered

Weatherford, OK

## NPP Governing Board Approval Date

12/31/2024

## NPP Program Options

Multimedia Designer

## NPP Distance Education Availability

NONE of the courses in the program can be completed entirely online



## NPP Total number of hours required for the program

62

## NPP Program Purpose

The BA in Digital Design with an emphasis area in Multimedia Design will fill a need in the job market that is not currently satisfied with BFA in Art.

## NPP Employment Opportunity and Demand

Average salary is \$74,534.00 according to Salary.com. There are 21,800 current job openings. The number of jobs is expected to grow substantially over the next 10 years. Projected job growth is 23% for the period 2021-2031 in the US, according to the U.S. Bureau of Labor Statistics. Thus, the number of jobs is expected to grow substantially over the next 10 years. Projected job growth is 23% for the period 2021-2031 in the US, according to the U.S. Bureau of Labor Statistics.

## NPP Program Rationale and Background

The BA in Digital Design will provide students with the skills to both design and produce multimedia materials. The current BFA in Graphic Design does not meet the employers requirements of video, audio and editing skills. The BA in Communication does not meet the employers demands for design skills. The proposed program will fill the needs for companies for a multimedia designer. The job market needs are rapidly growing. There are 21,800 current job openings. The number of jobs is expected to grow substantially over the next 10 years. Projected job growth is 23% for the period 2021-2031 in the US, according to the U.S. Bureau of Labor Statistics. Thus, the number of jobs is expected to grow substantially over the next 10 years. Projected job growth is 23% for the period 2021-2031 in the US, according to the U.S. Bureau of Labor Statistics.

## NPP Unnecessary Duplication

The BA in Digital Design is significantly different in course requirements and core courses than the BFA in Art.

**NPP Final Approval Year (e.g. Fall 2027)**

Fall 2025

**NPP Productivity Enrl**

The new program proposed will draw new students into Creative Media and Visual Arts. Recruitment and retention goals project 15 new students each academic year.

**NPP Productivity Fall**

2025

**NPP Productivity Grads**

10 graduates each year after the first five years.

**NPP Productivity Grad AY**

2029-2030

**NPP Method of Delivery**

Traditional only

**NPP Delivery Method Details**

All courses will be taught in person at the Weatherford Campus

**This program has a mandatory onsite component**

No

**This program has a non-mandatory onsite component**

Yes

MULTIMEDIA DESIGNER

Required Art & Design Courses.....18

- ART 1123 Foundations I
- ART 1133 Foundations II
- COMM 2233 Communication Software Design
- ART 2133 Introduction to Graphic Design
- ART 2143 History & Theory of Graphic Design
- ART 4263 Multimedia Designer Senior Capstone

Required Major Cores.....43

- ART 1153 Introduction to Photography
- COMM 3023 Lighting and Sound
- COMM 3183 Social Media
- ART 3324 Motion Graphics
- ART 3513 Graphic Design I
- ART 3573 Graphic Design 2
- COMM 3763 Entertainment Management
- ART 3853 Typography
- ART 3883 Advertising Design
- COMM 4403 Sets, Props and Locations
- COMM 4243 Multimedia Production
- COMM 4823 Writing for PR
- COMM 4833 Principles of Advertising
- ART 4273 Web Design

Total.....62 Total Hours for Degree.....120 REGULATIONS PERTAINING TO GRADUATION Minimum credit hours for graduation.....120

# Package History

Date	User	Action	
8/14/2024 2:22:11 PM	Boyles, Lisa		Submitted 'New Program Letter of Intent'
8/14/2024 2:22:27 PM	Johnson, Jason		Received
8/14/2024 2:29:47 PM	Boyles, Lisa		Received
8/14/2024 2:29:47 PM	Johnson, Jason		Decision Returned to a previous user on step 'FLOW-Deans'
8/14/2024 2:53:07 PM	Boyles, Lisa		Added attachment 'BA in Digital Design Multimedia Design Emphasis Area Degree Sheet.docx'
8/14/2024 2:53:56 PM	Boyles, Lisa		Decision Submitted on step 'Start'
8/14/2024 2:54:08 PM	Johnson, Jason		Received
8/15/2024 8:07:57 AM	Boyles, Lisa		Received
8/15/2024 8:07:57 AM	Johnson, Jason		Decision Returned to a previous user on step 'FLOW-Deans'
8/15/2024 10:53:22 AM	Boyles, Lisa		Decision Submitted on step 'Start'
8/15/2024 10:53:49 AM	Johnson, Jason		Received
8/15/2024 11:03:49 AM	Johnson, Jason		Decision Approved on step 'FLOW-Deans'
8/15/2024 11:03:50 AM	FLOW- Provost's Executive Assistant		Received
8/15/2024 11:51:45 AM	Kisinger, Tamera		Added attachment 'BA in Digital Design Multimedia Design Emphasis Area Degree Sheet - TK edits to course numbers.docx'
8/15/2024 11:55:05 AM	Kisinger, Tamera	Comment	I spoke with Carolyn about course numbers for the new courses with XXXX for their course number. Please review the latest attachment and let me know if you are okay with those course numbers.
8/15/2024 11:55:26 AM	Boyles, Lisa		Received
8/15/2024 11:55:26 AM	Kisinger, Tamera		Decision Returned to a previous user on step 'FLOW-Provost's Executive Assistant'

<b>8/15/2024 12:19:30 PM</b>	<b>Boyles, Lisa</b>	<b>Added attachment 'BA in Digital Design Multimedia Design Emphasis Area Degree Sheet - Final Draft.docx'</b>
<b>8/15/2024 12:19:47 PM</b>	<b>Johnson, Jason</b>	<b>Received</b>
<b>8/15/2024 12:19:47 PM</b>	<b>Boyles, Lisa</b>	<b>Decision Submitted on step 'Start'</b>
<b>8/15/2024 1:27:00 PM</b>	<b>Johnson, Jason</b>	<b>Decision Approved on step 'FLOW-Deans'</b>
<b>8/15/2024 1:27:03 PM</b>	<b>FLOW- Provost's Executive Assistant</b>	<b>Received</b>