New Degree Program White Paper

Contact Person: Jeremey Forsberg

Degree name: MS in UX Design

> If this is a new associate degree, does it qualify for CTE (Perkins) containing all lower division courses and is an offramp directly to employment? ___Yes ___No.   If yes, contact Nancy Hauck.

Department: Design

College: Science, Engineering, & Technology

Instructions:

Submit the following, to the Curriculum Office for preliminary review and approval to move forward to Academic Council:

- o   This white paper form
- o   USHE Appendix D

The Program Outcome Alignment document must be submitted with the full proposal for UCC or Graduate Council approval.

Please answer the following questions:

1.   Which funding model is requested for this program?
___Budget Related   ___Differential Tuition   ___ Online Tuition _X__ Graduate Tuition

2.   Does this degree program include stacked credentials? ___Yes _X_No. If yes, indicate with an X all included credentials: __Certificate __Associate's __Baccalaureate _X_Master's

3.   How many new courses need to be developed for this program?__10__

4.   For the baccalaureate degree, how many credits of core courses are required? _____   How many required elective credits?_____ How many open elective credits?_____ Counting GE courses, how many total credits are in this program?_____N/A

5.   If seeking external accreditation, please list organization(s) here: N/A

6.   Does this program lead to licensure? ___Yes _X_No. If yes, how does this program qualify our students to obtain licensure?

7.   What will the delivery mode be when program starts up? (Check all that apply)
_X_Face to face ___Online _X_Virtual ___Blended If blended, explain the model of how instruction will be delivered.

8.   Do you anticipate this program going fully online in the next two years? ___Yes _X_No

---

Program Description. Provide a brief description of the proposed program for the catalog. If stacked credentials are included in the program, identify and describe each one. If one or more emphases are part of the program, identify and describe them.

User experience design (UXD) is the process of designing (digital or physical) products that are useful and user-friendly. UXD aims to create a positive experience for the user by making the product intuitive, efficient, and satisfying to use. The proposed Master's Degree at Utah Tech in UXD involves a wide range of activities, including user research, usability testing, prototyping, and design. It prepares students for various careers and allows them to work with cross-functional teams, including product management, engineering, and marketing, to ensure that the product meets the needs and expectations of the user. The program spans all forms of visual communication with a unique tie to emerging technologies. Courses teach students to work in interactive mediums and to integrate design thinking and design theory with hands-on application both in and out of the classroom.

Open Education:

The program will include multiple teaching modalities, including face-to-face, virtual and online, and will meet students with their unique circumstances.

Inclusive:

This will be the first M.S. degree offered by a USHE institution and will provide students with a unique opportunity to advance their skill sets. It will accept students from a diverse range of backgrounds, facilitating upskilling.

Comprehensive Polytechnic:

This will be an industry-facing degree and include collaborative and real-world experiences to train and develop students, including current industry partnerships (Park Data, etc.) and with companies within Atwood Innovation Plaza. The authentic experiences will prepare students for careers. Unifying degree curricula will be unique assignments and projects that will serve to develop student portfolios to produce graduates that are more marketable and prepared for more advanced jobs.

Currently, within the USHE system, there are no M.S. programs in user experience design. Several have design degrees at the Master's level (USU, UofU, BYU), but the degree is focused on based on fine art and graphics. In contrast, user experience is applied and integrates business, computing, and design principles to prepare graduates for jobs as interaction and user experience designers, a rapidly growing field. Both the University of Utah and UNLV have UXD "boot camps," short certificate programs designed to give students an introduction and experience to user experience design principles.

Boot Camps
University of Utah
UX/UI boot camp
Time to complete: 24 weeks (about five and a half months)
Live classes: 9 hrs./week
Homework & projects:20+ hours per week
Class time: 3 weekday evenings, 3 hours per class
Fee: $14,495

UNLV
UI/UX Design Certificate Program (online)
One year or less
400-hour online UI/UX Design Bootcamp is divided into three sections.
Run through Community Education by a third party. Currently not being offered.

Degree Programs
Arizona State University
Ira A. Fulton Schools of Engineering
The Polytechnic School

M.S. in User Experience
30 credit hours with grades of "B" (3.00) or higher

Academy of Art University
MFA in Interaction & UI/UX Design
Campus-Based/Online
6 Semesters
Major 30 credits
Directed Studies 18 credits
Graduate Liberal Arts 9 credits
Elective six credits
TOTAL 63 credits
Estimated Tuition*: $1218 per credit
Total Est. Cost: $76,734
*A 3rd party website provided this estimate.

University of Arizona
Online Bachelor of Science in Graphic Information Technology - User Experience
Total credits: 40
Weeks per class: 7.5
Total credit hours: 120
Estimated Tuition per academic year:
Resident (12 credit hours per semester): $13,968*
Non-Resident (12 credit hours per semester): $16,238*
*This is only an estimate. Special class fees are dependent on specific class enrollment and are not included here.

Program Fit. Describe the niche this program fills within the UT academic portfolio and the contributions it makes beyond simply graduating its students. How might some of the courses accommodate non-majors of the program? Is there a certificate that students from other departments could complete to add depth to their own degrees, etc.? Also describe the fit and uniqueness of this program relative to similar programs within other USHE institutions.

- This will be a new M.S. program that will complement the growing portfolio of advanced degrees.
- The design program currently has 150 students, creating a robust pool of potential students.
- More than entry-level jobs, this will give students depth (as compared to boot camps) and make them well-suited for jobs as team leaders and managers within design settings.
- It will incorporate entrepreneurial thinking into the curriculum with courses like Design Thinking and entrepreneurial thinking, prototyping, etc.
- This program would be ideal for students who have earned a degree in Business, Design, or Computing.

Timeline (Stacked Credential Programs Only) UT is promoting the " Four in Four" Initiative, meaning four awards in four years: Two certificates (one lower division, one upper division), an associate's degree and a bachelor's degree. Explain to what extent this program will be aligned with this initiative and what the timeline is for moving each award proposal forward.

N/A

Departmental Capacity for Program. State the capacity that currently exists within the department to support this program in terms of faculty, space, equipment, etc. If building a stacked credential program, describe a tiered approach to build capacity such as identifying the crossover skills for this program you will include as

The department currently has four FT faculty that are qualified to contribute to teaching at least one-to-two courses for the program. A recent hire was hired specifically to develop coursework for this program. The department plans to hire one more faculty that can contribute both the undergraduate and select graduate courses. The dedicated position will build out and teach courses for the M.S. program. We anticipate that this position will be able to teach 5-6 of the ten planned courses.

The department of Design currently occupies the Smith Computer Center along with the Computing department. Within this space is the capacity for increased use, including classrooms and workspaces.
The design lab has less capacity for growth, but we anticipate numbers of this program growing gradually, allowing us to expand the design lab space over time as needed. Additionally, courses for the M.S. degree will tend to be offered in the afternoons to accommodate working professionals, which will allow for more optimal use of lab and classroom space as most undergraduate courses are taught in the morning and early afternoon.

Courses proposed as part of this program and potential faculty to teach the courses are listed below.

Semester 1
- Foundations of UX Research (Current Faculty, Haylee Ream)
- Human-Computer Interaction (New Faculty Hire)
- UX Tools (New Faculty Hire)

Semester 2
- Interaction Design (Current Faculty, Jeremey Forsberg)
- Entrepreneurial Thinking (Current Business Faculty or Part-Time Faculty)
- User Interface (New Faculty Hire)

Semester 3
- Usability (New Faculty Hire)
- Web Dev /Mobile (Current Faculty, Computing Department)
- User Experience (New Faculty Hire)

Semester 4
- Capstone (New Faculty Hire)

- There is an unmet need within USHE for this type of program, as there is no MS degree focused on the growing field of user experience design.
- This serves a growing field in tech that integrates design with computing and business.
- It is an interdisciplinary field and has broad application to several areas, and is appropriate for the polytechnic focus of Utah Tech.
- Growing fields with over 8300 job postings per month within our region (over 24,000 nationwide jobs posted each month) *EAB report.
- Of all job postings of user interface professionals, user experience is the top requested skill of MS-level jobseekers regionally and nationally. Product design and user interface were highly requested. This degree highlights all three areas, and graduates will be well-positioned to apply for these jobs.

Revised on 10.5.2022

- Employers that seek employees with the skills promoted in this program are tech companies like Oracle, Facebook, Apple, Google, and Microsoft, among others.
- Within job postings, most employers are seeking 2-6 experience in the field. Due to the lack of educational programs specific to UXD, most applicants have limited experience. This program would give students depth in the growing field of UXD and make them marketable for most of these jobs.
- Market analysis indicates that employer demand for employees in this field has increased faster than qualified graduates.

Learning and Workplace Alignment. Describe how this program will integrate work and learning by bringing workplace experiences into the classroom to ensure that students can apply their academic learning to real world contexts.

Utah Tech has partnered with companies like Park Data to utilize students and graduates to develop innovative methodologies and solutions for State Parks. With Atwood Innovation Plaza and utilizing our Industry Advisory board, we want to increase private partnerships. The classroom curriculum and these partnerships will give our students current, real-world experiences with local, state, and national companies. These experiences would give students unique learning opportunities and help them continue to develop and reinforce their skillset while in the program.

The classroom curriculum will be kept up to date by consulting with Atwood/local companies and giving real-world experience.

For Graduate Proposals Only. In the space below, list the names of faculty who currently hold graduate faculty status or who will apply to become graduate faculty in order to teach graduate courses in your program. Before your program is submitted to NWCCU for final approval, adequate graduate faculty must be approved for the program. The approval process goes through Graduate Council (September-April only) and takes about two months, so please plan accordingly. (See Policy 702)

Presently, no faculty have applied for graduate faculty status. We anticipate the following faculty will apply prior to granting of approval:
    Jeremey Forsberg
    Rachel Ramsey
    Haylee Ream
    Andrew Wilson

In addition, we anticipate that faculty hired into the listed faculty searches will be able to apply once onboarded: 23FAC723-1: Assistant Professor of Design - UI and Digital Design