Broadcast, Communication, Visual, Digital & Fine Arts

Interface Designer (CTWBID)

Certificate

Program Effective Term: **Fall 2019**

High Demand Occupation   High Skill Occupation   High Wage Occupation

This program is designed for students interested in gaining the skills necessary to design industry standard digital interfaces. Students will learn Web design skills such as appropriate use of Web fonts, colors on the Web, Web layout and digital marketing collateral.

Articulation:
Eastern Michigan University, several BS degrees.

Program Admission Requirements:
College-level reading and writing

Major/Area Requirements		(11 credits)
WEB 115	Interface Design I	4
WEB 215	Interface Design II	4
Elective	Any WEB, CIS or CPS course	3-4

Minimum Credits Required for the Program: **11**

PROGRAM PROPOSAL FORM

☐ **Preliminary Approval –** Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.

☒ **Final Approval –** Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

Program Name:	Interface Designer	**Program Code:** CTWBID
Division and Department:	BCT, DMA	
Type of Award:	☐ AA ☐ AS ☐ AAS ☒ Cert. ☐ Adv. Cert. ☐ Post-Assoc. Cert. ☐ Cert. of Comp.	
Effective Term/Year:	Fall 2019	**CIP Code:**
Initiator:	Kelley Gottschang	11.0801

Program Features Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program.	**Program purpose and goals:** This is a short certificate focused on the skills needed for employment as an entry-level Web designer. **Program admission requirements:** College-level reading and writing. **Articulation:** Various B.S. degrees at EMU. **Special features:** Most courses will be available as both mixed mode and online (WEB 100 is online-only).
Need Need for the program with evidence to support the stated need.	Many students need digital design skills to meet the needs of their employment or potential employment. Our challenge up to this point has been getting students through longer certificates that include these skills; few of them complete all the courses. With that in mind, a shorter certificate focused just on Interface Design is likely to achieve higher completion rates and give the students a targeted, manageable course sequence. Our intention is to offer this program online. Offering the entire curriculum online is also likely to attract more students into the program and could boost completion rates. Based on research from our sabbaticals (Jason Withrow and Kelley Gottschang) there is a need for short, layered certificates in our industry.

Program Outcomes/Assessment State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program. Include assessment methods that will be used to determine the effectiveness of the program.	Outcomes	Assessment method
	1. Design industry standard digital interfaces based on code standards design.	1. Project
	2. Create digital marketing collateral pieces.	2. Project
	3. Design digital interfaces based on audience, type of site and experimental design concepts.	3. Project
	4. Identify industry best practices for web developers.	4. Exam

| Curriculum

List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list. | ~~WEB 100: Working in the Web Industry (2 credits)~~
WEB 115: Interface Design 1 (4 credits)
WEB 215: Interface Design 2 (4 credits)
ANY WEB, CIS or CPS Course 3-4

Minimum Credits Required: ~~10~~ 11-12

per dept 1/16/19 |

| Budget

Specify program costs in the following areas, per academic year:		START-UP COSTS	ONGOING COSTS
	Faculty	$.	$.
	Training/Travel	.	.
	Materials/Resources	.	.
	Facilities/Equipment	.	.
	Other	.	.
	TOTALS:	$.	$.

| Program Description for Catalog and Web site | This program is designed for students interested in gaining the skills necessary to design industry standard digital interfaces. Students will learn Web design skills such as appropriate use of Web fonts, colors on the Web, Web layout and digital marketing collateral. |

| Program Information | Accreditation/Licensure -

Advisors - Kelley Gottschang, Jason Withrow, Scott Shaper

Advisory Committee - WEB Advisory Committee

Admission requirements - College-level reading and writing

Articulation agreements - Various B.S. degrees at EMU

Continuing eligibility requirements - |

Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
Design industry standard digital interfaces based on code standards design.	Project	Every three years beginning in Fall 2021	WEB 115	All students in a minimum of three sections.
Create digital marketing collateral pieces.	Project	Every three years beginning in Fall 2021	WEB 115	All students in a minimum of three sections.
Design digital interfaces based on audience, type of site and experimental design concepts.	Project	Every three years beginning in Fall 2021	WEB 215	All students in a minimum of three sections.
Identify industry best practices for web developers.	Exam	Every three years beginning in Fall 2021	WEB 100	All students in a minimum of three sections.

Scoring and analysis plan:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally-developed rubric, external evaluation, other). Attach the rubric.

    Departmentally-developed rubric will be used for outcomes 1-3.

    Outcome 4 will be evaluated using an answer key or rubric.

2. Indicate the standard of success to be used for this assessment.

    Outcomes 1-3: At least 70% of students will score 75% or higher on evaluation.

    Outcome 4: At least 70% of students will correctly answer 70% of the indicated exam questions.

3. Indicate who will score and analyze the data.

    Full-time WEB faculty.

Faculty KelleyGottsching [signature] 9/24/18

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Ingrid Ankerson	[signature]	9/24/18
Dean	Eva Samulski	[signature] Eva Samulski	9-26-18
Curriculum Committee Chair	Lisa Veasey ✶		
Vice President for Instruction ☐ Approved for Development ☐ Final Approval	Kim Hurns	[signature]	11/20/18
President	Rose Bellanca	[signature] Rose B Bellanca	1/3/19
Board Approval			3/26/19

log 2/4/19 ST   Lisa Veasey 11/20/18