

Directions: An institution shall use this form to propose a new bachelor's or master's degree program. In completing the form, the institution should refer to the document *Standards for Bachelor's and Masters Programs* which prescribes specific requirements for new degree programs. Note: This form requires signatures of (1) the Chief Executive Officer, certifying adequacy of funding for the new program; (2) a member of the Board of Regents (or designee), certifying Board approval, and (3) if applicable, a member of the Board of Regents or (designee), certifying that criteria have been met for staff-level approval. Note: An institution which does not have preliminary authority for the proposed program shall submit a separate request for preliminary authority. That request shall address criteria set in Coordinating Board rules Section 5.24 (a).

Information: Contact the Division of Academic Affairs and Research at 512/427-6200 for more information.

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Administrative Information APPROVED APR 16 2008

1. Institution: **University of Houston (Main Campus)**
2. Program Name – Show how the program would appear on the Coordinating Board's program inventory (e.g., *Bachelor of Business Administration degree with a major in Accounting*): **Bachelor of Science degree with a major in Digital Media**
3. Proposed CIP Code: **11.08 Computer Software and Media Applications**
4. Brief Program Description – Describe the program and the educational objectives:
Digital Media will prepare supervisors, managers, sales, customer service, and operations personnel for businesses specializing in communication through print, internet, multimedia, and video technologies.
5. Administrative Unit – Identify where the program would fit within the organizational structure of the university (e.g., *The Department of Electrical Engineering within the College of Engineering*): **The Information and Logistics Technology Department within the College of Technology.**
6. Proposed Implementation Date – Report the first semester and year that students would enter the program: **Fall 2008**
7. Contact Person – Provide contact information for the person who can answer specific questions about the program:

Name: **Michael Gibson**

Title: **Department Chair**

E-mail: **MLGibson@Central.UH.EDU**

Phone: 713-743-5116

Program Information

I. Need

Note: Complete I.A and I.B only if preliminary authority for the program was granted more than four years ago. This includes programs for which the institution was granted broad preliminary authority for the discipline.

- A. Job Market Need – Provide short- and long-term evidence of the need for graduates in the job market.

The proposed Digital Media curriculum, an outgrowth of the 14-year-old graphic communications technology specialization within the Technology Leadership and Supervision major offered by the University of Houston, supports careers in the Arts, AV Technology, & Communications career cluster identified by the U.S. Department of Education Office of Vocational and Adult Education (OVAE) and adopted by the State of Texas. In particular, the Digital Media program will provide instruction related to the Audio and Video Technology and Film as well as the Printing Technology subsets of this career cluster.

SOC/O*NET Codes represented in the Arts, AV Technology, & Communications career cluster and inherent in the proposed Digital Media curriculum include 27-1014.00, 27-1024.00, 27-4011.00, and 43-9031.00. The projected growth in these occupations in the State of Texas is projected to be robust from 2002–2012 and ranges from 9.83% (27-1014.00) to 28.92% (43-9031.00).

The proposed Digital Media program will prepare people to assume supervisory, managerial, sales, and customer-service roles as well as technologically based careers. Although the SOC/O*NET Codes do not specifically address digital-media-specific supervisors, managers, sales, and customer-service occupations, the projected growth in Texas for First-Line Supervisors/Managers of Production and Operating Workers (51.1011) between 2002-2012 is expected to be 10.80%. Sales-related job growth in Texas is expected to be very strong between 2002 and 2012, ranging from 12.55% for Advertising Salespersons (41-3011) to 22.87% for Sales and Related Workers, All Others (41.9099). And, the employment of Customer Service Representatives (43-4051) in Texas is expected to grow by 23.39% by 2012.

Historically, the existing graphic communications technology specialization within the Technology Leadership and Supervision program has placed every graduate wishing to pursue a career in the printing and publishing

industry. The expansion of the program to include video and photographic technologies will even increase the graduates' desirability in the marketplace.

- B. Student Demand – Provide short- and long-term evidence of demand for the program.

The graphic communications technology (GRTC) emphasis within the Technology Leadership and Supervision (TELS) program, the antecedent for the proposed Digital Media Program, has been in existence since 1993. It is not possible to provide an accurate "head count" of majors since 1993 because the GRTC students are TELS majors and no administrative method separates TELS students by area of emphasis. However, since its inception, only two sections of GRTC courses have failed to make minimum enrollments. Generally, 15–30 students enroll in each GRTC section offered each semester.

The GRTC program focuses on the preparation of leaders for the printing and publishing industry. Whereas there is good demand for GRTC graduates and there is widespread financial and in-kind support from the Texas printing industry, GRTC's narrow focus on print media has not attracted a huge student audience. The proposed Digital Media program, which will add video, internet, multimedia, and photographic technologies to the existing print emphasis, is likely to be much more attractive to potential students than the current TELS/GRTC program. In addition, the proposed program name, "Digital Media," is likely to attract a great deal of attention.

Similar programs in neighboring Community Colleges, including Kingwood College and Houston Community College, attract hundreds of students.

- C. Enrollment Projections – Use this table to show the estimated cumulative headcount and full-time student equivalent (FTSE) enrollment for the first five years of the program. (*Include majors only and consider attrition and graduation.*)

YEAR	1	2	3	4	5
Headcount	15	45	90	120	120
FTSE	450	1350	2700	3600	3600

II. Quality

A. Degree Requirements – Use this table to show the degree requirements of the program. *(Modify the table as needed; if necessary, replicate the table for more than one option.)*

Category	Semester Credit Hours	Clock Hours
General Education Core Curriculum <i>(bachelor's degree only)</i>	42	
Required Courses	75	
Prescribed Electives	68 3	
Free Electives	0	
Other <i>(Specify, e.g., internships, clinical work)</i>	(if not included above)	
TOTAL	128 120	

B. Curriculum – Use these tables to identify the required courses and prescribed electives of the program. Note with an asterisk (*) courses that would be added if the program is approved. *(Add and delete rows as needed. If applicable, replicate the tables for different tracks/options.)*

Prefix and Number	Required Courses	SCH
GRTC 2350	Graphics for Digital Media	3
GRTC 2351	Web Design*	3
GRTC 2352	Digital Photography*	3
GRTC 3350	Graphic Communications Materials and Processes	3
GRTC 3351	Graphic Production Process Control 1	3
GRTC 3352	Graphic Production Process Control 2	3
GRTC 3353	Visual Communications Technology	3
GRTC 3354	Video Planning and Production*	3
GRTC 4372	Costing in Graphic Communications	3
GRTC 4373	Graphic Production Process Control 3	3
GRTC 4374	Video Post Production*	3
GRTC 4376	Multimedia Authoring	3

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GRTC 4378	Senior Project	3
GRTC 4390	Current Issues in Graphic Communications	3
LOGT 2362	Intro to Logistics Technology	3
LOGT 2380	Distribution Channels	3
ITEC 3325	Information Technology for Non-IT Majors*	3
LOGT 3381	Industrial and Consumer Sales	3
TELS 3340	Organizational Leadership and Supervision	3
TELS 3345	Human Resources in Technology	3
TELS 3355	Project Leadership	3
TELS 4341	Production and Service Operations	3
TELS 4342	Quality Improvement Methods	3
TMTH 3360	Applied Technical Statistics	3
PHIL 1321	Logic I	3

Prefix and Number	Prescribed Elective Courses (Select six ³ hours from list)	SCH
GRTC 4396	Internship: Graphic Communications	3
HDCS 3369	Entrepreneurship	3
ITEC 2334	Info Systems Applications	3
ITEC 2336	Internet Application Development	3
TELS 4371	Leading Change in the Workplace	3
TELS 3365	Team Leadership	3
**	Computer Literacy (if necessary)	3
TELS 2360	Business Law	3

- C. Faculty – Use these tables to provide information about Core and Support faculty. Add an asterisk (*) before the name of the individual who will have direct administrative responsibilities for the program. (*Add and delete rows as needed.*)

Name of <u>Core</u> Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
*Waite, Jerry Associate Professor	Ed.D. in Higher Education, Work and Adult Development. University of California, Los Angeles	GRTC 2352, 3350, 3351, 3352, 4372, 4373, 4378, 4390, 4396	100%
Zarzycka, Monika Lecturer	M.S. in Training & Development, University of Houston	GRTC 2350, 2351, 3353, 3354, 4374, 4376	100%
Evans, Gerald Visiting Assistant Professor	Ph.D. in Industrial/Organizational Psychology, Union Institute	GRTC 3350, 4372, TELS 3355, 4390	50%
New Faculty in Year 2 Instructional Assistant Professor	M.S., MFA, or higher, video	GRTC 3354, 4374, 4376	100%
New Faculty in Year 5 Assistant or Associate Professor	Ph.D. or MFA	GRTC 4372, 4398, 4390, 4396	100%

Name of <u>Support</u> Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
Cheng, Liang-Cheng (Victor) Assistant Professor	Ph.D. in Business Logistics and Supply Chain Management. University of Maryland, College Park.	LOGT 2362	25%
Cassler, Dan	MA in Educational Administration, Andrews University	LOGT 2380, 3381	25%
O'Neil, Sharon Lund Professor	Ph.D. in Business Education/Administration, University of Illinois	TELS 4347	25%
Kovach, Jamison Assistant Professor	Ph.D. in Industrial Engineering, Clemson University	TELS 4341	25%

- D. Library – Provide the library director's assessment of library resources necessary for the program. Describe plans to build the library holdings to support the program.

Library Collections and Resources

The University of Houston Libraries are a member of the Association of Research Libraries, the Center for Research Libraries, and the Greater Western Library Alliance. We strive to provide exceptional resources,

services, and facilities to meet the academic and research needs of the University community. The Libraries hold over 2 million volumes and are staffed by 48 librarians and 120 support employees.

The Libraries have an annual budgetary allocation for the acquisitions of materials that support the College of Technology's curricula. Currently, we have over 6,000 titles (including books and journals/periodicals) that cover these subject areas:

Information Technology:

- Computer graphics
- Computer systems
- Digital photography
- Digital video
- Human-computer interaction
- Internet programming
- Multimedia authoring
- Visual communication

Business:

- Entrepreneurship
- Human resources in technology
- Logistics
- Organizational leadership

The collections in these areas, as well as those of related subjects, are growing in order to keep abreast of the University's program and curriculum developments. Some of the books and journals/periodicals are available in electronic format. Faculty and students can conveniently access them off-campus via the online catalog or online journal A-Z list.

The Libraries also acquire resources that support the courses offered by the School of Communication in these subject areas:

- Desktop publishing
- Graphics applications
- Multimedia production
- Nonlinear editing
- Web technologies

These resources will help meet the academic needs arising from the Digital Media Program. Should faculty and students have suggestions about new acquisitions, they can forward them to the College of Technology subject librarian, Sara Ranger, for consideration.

The Libraries provide access to over 200 electronic indexes and article databases. The following resources are particularly pertinent to the Digital Media Program:

Information Technology:

- ACM (Association for Computing Machinery) Digital Library
- Compendex
- Computer Source
- IEEE Xplore
- Information Science & Technology Abstracts (ISTA)
- Inspec
- Safari Tech Books Online

Business:

- ABI/INFORM Global
- Business Source Complete
- Emerald Fulltext
- TableBase

In addition, the Libraries have created these subject guides that may be of use to the faculty and students of the Digital Media Program:

- Business and Economics
- Human Resource Development
- Management
- Media Production

For publications that are not readily available from the Libraries, faculty and students can rely on our award-winning Inter-library Loan Department. Its experienced staff delivers materials including books, technical reports, patents, dissertations, and conference papers with a short turn-around time.

Liaison Librarian and Library Services

The College of Technology has a librarian, Sara Ranger (Ranger), devoted to collecting materials and providing instruction for the students, staff, and faculty of the College. She has worked with the College for four years.

Ranger has provided instruction for students in the College of Technology to prepare them for their academic pursuit. Individual students and faculty may and do schedule one-on-one consultations with her to work on particular research projects. In addition, the library offers a series of workshops that students and faculty may attend as their schedules permit.

- E. Facilities and Equipment – Describe the availability and adequacy of facilities and equipment to support the program. Describe plans for facility and equipment improvements/additions.

Graphic Communications Technology currently occupies three laboratories in Building T1... 102 A, 102 B, and 102 F. These facilities are sufficient, and are adequately furnished with equipment and software, to support the Digital Media Program for the near future. Of course, equipment, computers, and software must be updated on a regular basis. The

Information and Logistics Technology has a plan in which equipment is evaluated for update every three years.

F. Accreditation – If the discipline has a national accrediting body, describe plans to obtain accreditation or provide a rationale for not pursuing accreditation.

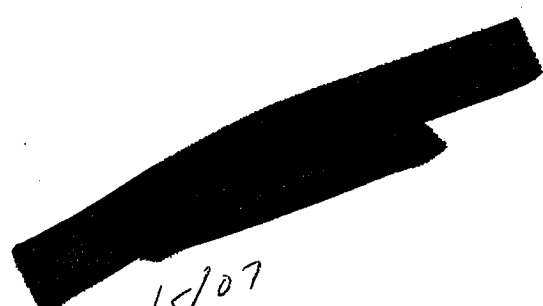
The Information and Logistics Technology Department will seek accreditation for the Digital Media Program from the Accrediting Council for Collegiate Graphic Communications (ACCGC).

III. Costs and Funding

Five-Year Costs and Funding Sources - Use this table to show five-year costs and sources of funding for the program.

Five-Year Costs		Five-Year Funding	
Personnel ¹	\$1,220,000	Reallocated Funds	\$650,000
Facilities and Equipment	200,000	Anticipated New Formula Funding ³	\$0
Library, Supplies, and Materials	\$50,000	Special Item Funding	\$0
Other ²	\$100,000	Other ⁴	\$0
Total Costs	\$1,579,000	Total Funding	\$0

1. Report costs for new faculty hires, graduate assistants, and technical support personnel. For new faculty, prorate individual salaries as a percentage of the time assigned to the program. If existing faculty will contribute to program, include costs necessary to maintain existing programs (e.g., cost of adjunct to cover courses previously taught by faculty who would teach in new program).
2. Specify other costs here (e.g., administrative costs, travel).
3. Indicate formula funding for students new to the institution because of the program; formula funding should be included only for years three through five of the program and should reflect enrollment projections for years three through five.
4. Report other sources of funding here. In-hand grants, "likely" future grants, and designated tuition and fees can be included.


 11/5/07

Signature Page

1. Adequacy of Funding – The chief executive officer shall sign the following statement:

I certify that the institution has adequate funds to cover the costs of the new program. Furthermore, the new program will not reduce the effectiveness or quality of existing programs at the institution.

Chief Executive Officer

Date

2. Board of Regents or Designee Approval – A member of the Board of Regents or designee shall sign the following statement:

On behalf of the Board of Regents, I approve the program.

Board of Regents (Designee)

Date of Approval

3. Board of Regents Certification of Criteria for Commissioner of Assistant Commissioner Approval – For a program to be approved by the Commissioner or the Assistant Commissioner for Academic Affairs and Research, the Board of Regents or designee must certify that the new program meets the eight criteria under TAC Section 5.50 (b): The criteria stipulate that the program shall:

- (1) be within the institution's current Table of Programs;
- (2) have a curriculum, faculty, resources, support services, and other components of a degree program that are comparable to those of high quality programs in the same or similar disciplines at other institutions;
- (3) have sufficient clinical or in-service sites, if applicable, to support the program;
- (4) be consistent with the standards of the Commission of Colleges of the Southern Association of Colleges and Schools and, if applicable, with the standards or discipline-specific accrediting agencies and licensing agencies;
- (5) attract students on a long-term basis and produce graduates who would have opportunities for employment; or the program is appropriate for the development of a well-rounded array of basic baccalaureate degree programs at the institution;
- (6) not unnecessarily duplicate existing programs at other institutions;
- (7) not be dependent on future Special Item funding;
- (8) have new five-year costs that would not exceed \$2 million.

On behalf of the Board of Regents, I certify that the new program meets the criteria specified under TAC Section 5.50 (b).

Board of Regents (Designee)

Date

NAME _____ SSN _____ CATALOG _____

UNIVERSITY CORE REQUIREMENTS (42 SH)

	GR	SH	AH
Communication (9 SH)			
ENGL 1303 English Composition I	_____	_____	_____
ENGL 1304 English Composition II	_____	_____	_____
Writing in the Discipline* (3 SH)			
_____	_____	_____	_____
History/Government (12 SH)			
HIST 1377 US History to 1867	_____	_____	_____
HIST 1378 US History since 1867	_____	_____	_____
POLS 1336 US & TX Const/Politics	_____	_____	_____
POLS 1337 US Government	_____	_____	_____
Humanities* (3 SH)			
_____	_____	_____	_____
Visual/Performing Arts* (3 SH)			
_____	_____	_____	_____
Social/Behavioral Sciences* (3 SH)			
_____	_____	_____	_____
Math/Reasoning (6 SH)			
MATH 1310 College Algebra	_____	_____	_____
MATH 1313 Fin Math With Appls	_____	_____	_____
Natural Sciences* (6 SH)			
_____	_____	_____	_____
_____	_____	_____	_____

Major Requirements (75 SH)

MUST RECEIVE A "C" OR BETTER		GR	SH	AH
GRTC 2350	Graphics for Digital Media**	_____	_____	_____
GRTC 2351	Web Design ^{1**}	_____	_____	_____
GRTC 2352	Digital Photography ^{1**}	_____	_____	_____
GRTC 3350	Graphic Comm Mat & Proc	_____	_____	_____
GRTC 3351	Graphic Prod Process Cont. 1 ¹	_____	_____	_____
GRTC 3352	Graphic Prod Process Cont. 2 ¹	_____	_____	_____
GRTC 3353	Visual Communications Tech.	_____	_____	_____
GRTC 3354	Video Planning & Production ^{1****}	_____	_____	_____
GRTC 4372	Costing in Graphic Comm	_____	_____	_____
GRTC 4373	Graphic Prod Process Cont. 3 ¹	_____	_____	_____
GRTC 4374	Video Post Production ^{1****}	_____	_____	_____
GRTC 4376	Multimedia Authoring	_____	_____	_____
GRTC 4378	Senior Project	_____	_____	_____
GRTC 4390	Current Issues in Graphic Comm.	_____	_____	_____
ITEC 3325	Info Tech for Non-IT majors	_____	_____	_____
LOGT 2362	Intro To Logistics Technology	_____	_____	_____
LOGT 2380	Distribution Channels	_____	_____	_____
LOGT 3381	Ind. and Consumer Sales	_____	_____	_____
TELS 3340	Org Leadership and Supervision	_____	_____	_____
TELS 3345	Human Resources in Tech	_____	_____	_____
TELS 3355	Project Leadership	_____	_____	_____
TELS 4341	Production & Service Operations	_____	_____	_____
TELS 4342	Quality Improvement Methods	_____	_____	_____
TMTH 3360	Applied Tech Statistics	_____	_____	_____
PHIL 1321	Logic I	_____	_____	_____

ELECTIVES (8 SH): Choose 8 hours from the following:

GRTC 4396	Internship: Graphic Comm.	_____	_____	_____
HDCS 3369	Entrepreneurship	_____	_____	_____
ITEC 2334	Info Systems Applications	_____	_____	_____
ITEC 2336	Internet Application Development	_____	_____	_____
TELS 2360	Business Law	_____	_____	_____
TELS 3365	Team Leadership	_____	_____	_____
TELS 4371	Leading Change in the Workplace	_____	_____	_____
Elective or Computer Literacy***		_____	_____	_____
Art elective		_____	_____	_____
Art elective		_____	_____	_____

APPROVALS:

Student Signature Date

Advisor Date

advanced (3-4000 level) semester hours must be completed.

For graduation with Honors, see Undergraduate Catalog.

All requirements must be met.

Refer to class schedule for lists of courses that satisfy University Core requirements.

Equivalent courses from other UH departments and community colleges satisfy this course requirement.

Students must pass the department computer literacy test prior to enrollment in advanced, major courses.

* Equivalent courses from other UH departments can satisfy this course requirement

Total hours required: 123 SH minimum

Digital Media

- Major Requirements
- University Core Curriculum

Digital Media prepares technologically savvy students to manage print and media projects. Graduates respect the symbiotic relationship between art and technology and, as a result, bridge the gap between graphic designers and technicians who specialize in print, Internet, and motion media. Relevant job titles include customer service representative, salesperson, job planner, scheduler, project manager, estimator, media buyer, quality control specialist, production supervisor, production manager, and general manager. Depending upon the student's temperament careers in graphic design, web design, video production and post-production, prepress, press production, and binding and finishing may also be pursued. Digital Media encompasses several dynamic and ever-changing fields, including printing and publishing, which is among the largest industries in the United States.

Digital Media courses are offered by the Information and Logistics Technology Department in the University of Houston's College of Technology. Digital Media courses cover bitmapped and vector computer graphics; web design; digital photography; visual design concepts; video planning, production, and post-production; prepress technologies; multimedia technologies; image transfer technologies; materials; processes; costing; estimating; and industry trends. Courses include theory-rich lectures as well as hands-on activities conducted in state-of-the-art laboratories on the latest equipment. Each student also completes a senior project and an internship. You can learn more about the Digital-Media-specific classes and assignments by browsing <http://graphics.tech.uh.edu>.

The Digital Media program consists of 123 hours of undergraduate academic credit. In addition to meeting the 42 semester hour university core curriculum requirement, students must complete 75 semester hours in major core courses, and ³8 semester hours of electives.

Students must earn a 2.0 minimum GPA in all major and directed emphasis courses attempted at the university. Transfer students must have earned a 2.0 GPA or better in all major and directed emphasis courses to be transferred for credit.

Major Requirements

GRTC 2350. Graphics for Digital Media
GRTC 2351. Web Design
GRTC 2352. Digital Photography
GRTC 3350. Graphic Communication Materials and Processes
GRTC 3351. Graphic Production Processes and Control I
GRTC 3352. Graphic Production Processes and Control I
GRTC 3353. Visual Communications Technologies
GRTC 3354. Video Planning and Production
GRTC 4372. Costing in Graphic Communications

- GRTC 4373. Graphic Production Processes Control
- GRTC 4374. Video Post Production
- GRTC 4376. Multimedia Authoring
- GRTC 4378. Senior Project
- GRTC 4390. Current Issues in Graphic Communication
- LOGT 2362. Introduction to Logistics Technology
- LOGT 2380. Distribution Channels
- LOGT 3381. Industrial and Consumer Sales
- PHIL 1321. Logic I
- TELS 3340. Organizational Leadership and Supervision
- TELS 3345. Human Resources in Technology
- TELS 3355. Project Leadership
- ITEC 3352. Survey of IT Applications
- TELS 4341. Production and Service Operations
- TELS 4342. Quality Improvement Methods
- TMTH 3360. Applied Technical Statistics

Electives: 3 ~~6~~ hours

~~GRTC 4396. Internship: Graphics Communication~~

~~HDCS 3369. Entrepreneurship~~

~~ITEC 2334. Information Systems Applications~~

~~ITEC 2336. Internet Application Development~~

~~TELS 2360. Business Law~~

~~TELS 3365. Team Leadership~~

Art Elective

~~Art Elective~~

Will include 3 hours of Elective or Computer Literacy

University Core Curriculum

Communication (6 semester hours)

ENGL 1303, 1304. Freshman Composition I, II

and

Writing in the discipline elective (3 semester hours)

Three semester hours selected from core approved list.

History (6 semester hours)

HIST 1377, 1378

and

American Government

(6 semester hours)

POLS 1336 and 1337

Social and Behavioral Sciences

(3 semester hours)

Three semester hours selected from core approved list

Humanities (3 semester hours)

Three semester hours selected from core approved list

Visual/Performing Arts

(3 semester hours)

Three semester hours selected from core approved list

Mathematics (3 semester hours)

MATH 1310

Mathematics/Reasoning

(3 semester hours)

MATH 1313

Natural Sciences

(6 semester hours)

Six semester hours from core approved list

Degree awarded: Bachelor of Science

Major: ~~Organizational Leadership and Supervision~~

Digital Media

