Review of Proposed New Program

Advanced Certificate: User Experience Design and Development

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Advanced Certificate: User Experience Design and Development

Basis and Justification

• Attract professionals looking for further training and accreditation either on the way to a full MS, MFA, or to supplement their existing credentials.
• Opportunity for RIT Online students outside the department to obtain an AC in user experience design.
• RIT Online students in the MS Professional Studies program that desire to specialize in the field of user experience design and related development technologies.
• User Experience Design and Development is consistent with the RIT mission to provide technology-based online educational programs for personal and professional development and to pursue a new and emerging career area.
Advanced Certificate: User Experience Design and Development

Proposed New Program

• Key points
  • Compressed Semesters
  • Available only to online students
  • Shared revenue model of RIT Online

• Resources
  • No additional faculty resources are required.
  • Support for course development and teaching is from the RIT Online initiative and the shared revenue model of RIT Online.

• Three 3 SCH required courses (12 SCH Total)
  • “Based on course outlines and topics from the existing graduate CIAS program Visual Communication Design (MFA). The new courses offer an introduction to the field of user experience design and technologies, providing students with the knowledge expected to meet industry demands for user interface and user experience project planning, design, and development.”

• One 3 SCH open elective course from RIT Online.
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**Required Courses:**
- xxxx-xxx  User Interface Design
- xxxx-xxx  User Experience Design
- xxxx-xxx  Interaction Design and Development

**Electives (one):**
- COMM-705  Technology-mediated Communication
- COMM-706  Crafting The Message
- COMM-707  International Media
- COMM-710  Visual Communication
- COMM-725  Persuasion in a Digital Age
- BUSI-710  Introduction to Project Management

**Concentration:**
The AC in User Experience Design and Development may count as a concentration for RIT Online students in the MS Professional Studies program.

Could complete MS with NONE of the AC courses!
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Graduate Council Discussion

• Concern over the accelerated 8 week duration classes.
  • Required courses have the similar requirements and outcomes to the on campus counterparts.
  • Course content will focus more on research, written assignments, and testing versus the production requirements.
  • Similar courses have been taught in accelerated formats in the past during summer session.

• Concern over the academic integrity of the RIT Online format.
  • The School of Design and faculty will work with RIT’s online teaching and learning support services and relevant technologies to ensure the highest caliber of educational experiences and student tracking.

• Opportunity to offer multiple sections or multiple courses within the same semester term.
  • Based on the shared revenue model and student demand multiple sections are a possibility after the initial launch of the program.
  • Due to the online status of the program, additional adjuncts and resources can be leveraged outside of the Rochester area to fulfill required resources if needed.
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Graduate Council Decision

• Graduate Council Vote in Favor of Approval
  • Approve: 15
  • Not Approve: 0
  • Abstain: 0