Broadcast, Communication, Visual, Digital & Fine Arts

User Experience Designer (CTWUED)
Certificate

Program Effective Term: **Fall 2023**

High Demand Occupation   High Skill Occupation   High Wage Occupation

Program is also available online

This program is designed for students interested in employment as a User Experience professional. Students will learn how to conduct user research and create industry-standard user research, information architecture, interaction design, information design and human-computer interaction deliverables.

Articulation:
Eastern Michigan University, several BS degrees.

Program Admission Requirements:
College-level reading and writing

Major/Area Requirements		(12 credits)
WEB 113	Web User Experience I	4
WEB 213	Web User Experience II	4
WEB 163	User Research and Project Management	4

Minimum Credits Required for the Program:	**12**

WASHTENAW COMMUNITY COLLEGE

PROGRAM CHANGE FORM

Program Code: CTWUED	Current Program Name: User Experience Designer	Effective Term: Fall 2023
Division Code: BCT	Department: DMA	

Directions:

1. Attach the current program listing from the WCC catalog or website and indicate any changes to be made.

2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.

3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using CurricUNET, but should be submitted at the same time as the program change form.

4. If changes affect the program assessment plan or if program outcomes are updated, please submit a Program Assessment Plan Change form. These changes must be approved separately from the program change form and should be submitted at the same time. Current program assessment plans can be found on the Curriculum and Assessment Program Information page.

Requested Changes:

☒ Remove course(s): __Elective_____
☒ Add course(s): __WEB 163, User Research and Project Management
☐ Program title (new title is _____)
☒ Description
☐ Advisors
☐ Program admission requirements
☐ Continuing eligibility requirements

Show all changes on the catalog page you attach.

☒ Program outcomes (may also result from removing or adding a course)*
☐ Program assessment plan*
☐ Accreditation information
☐ Other _____

Note: A change to the Award Type requires the submission of a new program proposal form and a separate program inactivation form. Contact the Director of Curriculum & Assessment for more information.

* Please submit a Program Assessment Plan Change form.

Rationale for proposed changes:
This course is a good fit for the User Experience Designer certificate and the certificate that it had previously been a part of (Digital Strategist) is being discontinued.
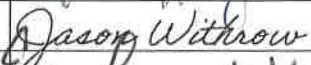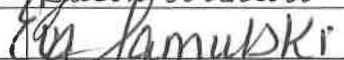

Financial/staffing/equipment/space implications:
N/A

List departments that have been consulted regarding their use of this program.
N/A
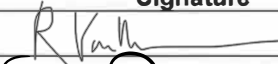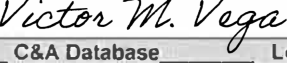

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Kelley K. Gottschang	*Kelley K Gottschang*	3/1/2022
Department Chair	Jason Withrow	*Jason Withrow*	3/1/2022
Division Dean/Administrator	Eva Samulski	*Eva Samulski*	3/7/2022

Please return completed form to the Office of Curriculum & Assessment, SC 257 or by e-mail to curriculum.assessment@wccnet.edu
Once reviewed by the appropriate faculty committees we will secure the signature of the VPI and President.

PROGRAM CHANGE FORM

Reviewer	Print Name	Signature	Date
Curriculum Committee Chair	Randy Van Wagnen		7-25-22
Assessment Committee Chair	Shawn Deron		7/26/2022
Interim Vice President for Instruction	Victor Vega	Victor M. Vega	08/18/2022

Do not write in shaded area. Entered in: Banner_____ C&A Database_____ Log File _____

Reviewed by the C&A Committees 5/19/22

Program Information Report

Broadcast, Communication, Visual, Digital & Fine Arts

User Experience Designer (CTWUED)
Certificate

Program Effective Term: **Fall 2019**

High Demand Occupation   High Skill Occupation   High Wage Occupation

Program is also available online

This program is designed for students interested in employment as a User Experience professional. Students will create industry-standard information architecture, interaction design, information design and human-computer interaction deliverables.

Articulation:
Eastern Michigan University, several BS degrees.

Program Admission Requirements:
College-level reading and writing

Major/Area Requirements		(11 credits)
WEB 113	Web User Experience I	4
WEB 213	Web User Experience II	4
Elective	Any WEB or GDT 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:	User Experience Designer	**Program Code:**
Division and Department:	Digital Media Arts / Business & Computing Technologies	CTWUED
Type of Award:	☐ AA ☐ AS ☐ AAS ☒ Cert. ☐ Adv. Cert. ☐ Post-Assoc. Cert. ☐ Cert. of Comp.	
Effective Term/Year:	Fall 2019	**CIP Code:**
Initiator:	Jason Withrow	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 a User Experience professional. **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.	The WEB Advisory Board has continued to indicate a need for User Experience professionals in their work settings. 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 User Experience is likely to achieve higher completion rates. 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	Outcomes	Assessment method
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.	1. Analyze the accessibility of a website and recommend improvements that will enhance accessibility. 2. Conduct a usability test of a website and document improvements to the website based on the test results. 3. Analyze common tasks on a website, documenting the task flow and recommending improvements to streamline and enhance task completion.	1. Project 2. Project 3. Project

	4. Evaluate a website based on user experience heuristics (recognized best practices), documenting recommended improvements in a report.	4. Project
	5. Identify industry best practices for user experience professionals.	5. 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 113: Web User Experience I (4 credits) WEB 213: Web User Experience II (4 credits) *Any WEB or GDT 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	0.00	0.00
Materials/Resources	0.00	0.00
Facilities/Equipment	0.00	0.00
Other	0.00	0.00
TOTALS:	$.	$.

Program Description for Catalog and Web site	This program is designed for students interested in employment as a User Experience professional. Students will create industry-standard information architecture, interaction design, information design, and human-computer interaction deliverables.
Program Information	**Accreditation/Licensure -** **Advisors –** Jason Withrow, Kelley Gottschang, Scott Shaper **Advisory Board -** WEB Advisory Board **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
1. Analyze the accessibility of a website and recommend improvements that will enhance accessibility.	Project	Every 3 years beginning 2022	WEB 213	All
2. Conduct a usability test of a website and document improvements to the website based on the test results.	Project	Every 3 years beginning 2022	WEB 213	All
3. Analyze common tasks on a website, documenting the task flow and recommending improvements to streamline and enhance task completion.	Project	Every 3 years beginning 2022	WEB 213	All
4. Evaluate a website based on user experience heuristics (recognized best practices), documenting recommended improvements in a report.	Project	Every 3 years beginning 2022	WEB 213	All
5. Identify industry best practices for user experience professionals.	Exam	Every 3 years beginning 2022	WEB 100	All

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 1-4.

   Outcome 5 will be evaluated using an answer key or rubric.

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

   Outcomes 1-4: At least 70% of students will achieve a 4 or higher on a 5 point scale.

   Outcome 5: 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.

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Gregory Ankerson		9/24/18
Dean	Eva Jamulski	Eva Jamulski	9-26-18
Curriculum Committee Chair	LISA VEASEY	Lisa Veasey	11/20/18
Vice President for Instruction ☐ Approved for Development ☐ Final Approval	Kim Hurns Kimberly Hurns		12/5/2018
President	Rose Bellanca	Rose B Bellanca	1/3/19
Board Approval			3/26/19

logged 2/4/19