



Program Proposal: **User Experience and Interface Design Certificate**

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Introduction :

Faculty Proposers: this form is designed to be completed and reviewed in two phases; the deadlines for submitting the required portions of the form are detailed below. The questions in section are based off of COCC and CCWD's program approval standards. More information about how to meet those standards can be found in the appendix, which was emailed to you with this proposal form. It can also be found here. The Assessment and Curriculum Office is available to assist proposers at all stages of the process.

Phase 1: April 15th, 2024

Phase 2: September 20th, 2024

Each version of the form should be emailed to the Director of Curriculum (nrecktenwald@cocc.edu), who will manage the review and approval process for both phases. Each required section must be completed by the corresponding deadline for the program to be reviewed. Incomplete/late forms will be not be reviewed for inclusion in next year's Catalog.

Section 1: Program Concept – Due April 15th

College Planning:

1. Please list your area Dean and the date(s) that you spoke with them about this new program concept. Approximate dates are fine. [Jessica Gigilo, April 2023 and on going](#)
2. Please list the Chair this program director would report to and the date(s) that you spoke with them about this new program concept. Approximate dates are fine. [Lilli Ann Linford-Foreman, April 2023 and Jason Lamb, July 2024 and on going](#)
3. Are there any other Chairs or program directors that need to be consulted about this new program (i.e., will this program involve courses from other areas/disciplines)? Have they been notified about the courses that you're planning to include in the program? [None](#)

Accreditation

Is there an independent accreditation association that aligns with the program? If yes, answer the following: [n/a](#)

1. What is the name of the accrediting body or bodies?
2. Will this program seek accreditation? If yes, what is the cost (budget and time) to seek accreditation?

Catalog Description (First Draft)

Provide a catalog description for each award proposed. New program proposals require a catalog description that explains the award's purpose and transfer or employment goals; the

description should address the implicit student question, “why should I enroll in this program?”. Descriptions have a 1500 character maximum and are limited to one or two paragraphs. They should help students differentiate between similar programs (if applicable) and should not be identical for multiple programs in a discipline. Do not include information about admissions, program requirements, prerequisites, or format.

The **User Experience and Interface Design (UX/UI) One-Year Certificate of Completion** provides a thorough foundation in the fundamentals of creating information visualizations, conducting user research, designing digital products and how to apply them using an industry standard approach. Students apply current production methods and techniques to relevant projects that consider target market. Courses cover user experience research methods, design principles, interface design, and usability testing. The combination of courses is intended to give students the knowledge and skill set to augment their transfer degree and/or consider a career as an entry level UX/UI designer or researcher.

Evidence of Need

Submit an Occupational Profile Report as a PDF from Oregon’s Employment Department website, qualityinfo.org for the relevant career entry point for your program (See “Standard A” in the Appendix for more information). [See Attachment](#)

Be sure that the Occupational Profile report matches the job entry point for program graduates. The Director of Assessment and Curriculum can assist with generating the correct report, and may recommend a different profile be submitted to CCWD if there are concerns with what’s submitted with this proposal.

College Mission

Describe specifically how this proposal aligns with the College’s mission.

This certificate is fully aligned with COCC’s mission. Student success is achieved through equipping our students with the knowledge, skills, and tools that they need to successfully pursue a career in user experience and interface design. This can have a positive impact on local businesses and the greater community by introducing new, well-trained professionals in UX/UI field to the area. The certification is accessible, as it is comprised of coursework that introduces a myriad of tools in a best-practices approach, ensuring that familiarity is achieved through hands-on practice, and that those already familiar with the tools will receive insight on best use within the industry. As this certificate is designed for learners of varying backgrounds and knowledge, it is also suitable to those seeking lifelong educational opportunities.

Strategic

How does this program fit into important educational and/or workforce needs of the College, of the Central Oregon region, and of Oregon as a whole? Identify specific alignments between your proposed program and these needs. Potential sources of evidence to meet this approval standard (not an exhaustive list):

- COCC Strategic Plan
- State priorities (HECC/CCWD)
- Workforce initiatives
- Long-term grants and funding initiatives
- National workforce or educational initiatives
- Articulation agreements with local high schools, colleges, and/or universities.

This certificate aligns with COCC's Strategic Plan in the following ways:

High Quality, Equitable, and Accessible Lifelong Education

Access to educational opportunities in the UX/UI field has been limited to university level or "boot camp" style learning which is time-intensive and high cost. Offering an UX/UI one year certificate of completion at our community college removes these access barriers while still providing a professional, work-force ready curriculum to students.

This certificate is aligned with enhancing and promoting the resources and tools available to help students efficiently complete their academic goals by providing experienced instruction with industry standard technology. Not only will this program introduce new, relevant tools for use within their chosen field, it offers comprehensive training on the use of and best-practices of implementing these tools in an open and collaborative environment.

A certificate in UX/UI can be the first step for students looking for an entry level career as a designer or researcher, but is also a pathway for professional improvement for those looking to add this skill set to their current careers.

Statewide Growth and Need

This certificate is aligned with the advancement of positive regional economic development by assisting with educational and training needs of business, industry and workforce by preparing students to meet the growing deficit of designers in Oregon as reported by the State of Oregon Employment Department.

Program Courses (first draft)

Related Instruction Courses (Not required for programs of less than 36 credits):

- MTH 105Z: Math in Society (*Computation*)
- ART 295: Portfolio and Business Practices (*Communication*)
- DSGN 103: UX Research Methods (*pending Human Relations approval for Fall 2025*)

Core Courses (including prerequisites):

- ART 102: Intro to Art and Design Careers

- ART 141: Vector Art Illustration
- DSGN 104: UX Design Principles
- ART 110: Beginning Graphic Design
- DSGN 203: UI Design
- DSGN 204: Usability Testing
- DSGN 297UX: Capstone Project: UX/UI

Electives:

- Choose One:
 - PSY 216: Social Psychology
 - SOC 250: Sociology in Pop Culture
 - ART 230: Intermediate Graphic Design

Total credits to complete program: 43

****This certificate's credit total is calculated in consideration that ART 110, 141, and 230 will become 4 credit course in the 25-26 academic year****

Section 2: Formal Program Proposal – Due September 20th

Advisory Board Collaboration

Please provide the names of your advisory board members, as well as the organizations they represent:

Tom Pease | Senior User Research Manager at User Research International

Kathy Slowinski | CEO of AI-Powered Enterprise Software Portfolio

Lindsey Latiolais | UX Researcher, Neighborhoods.com, Brad's Deals, Orbitz, Tata Consultancy Services

Submit a signed advisory board letter of support to the Director of Assessment and Curriculum with this form. This should be a short letter of support with all advisory board members as signatories and should include the organization they represent.

Letters are currently being drafted by the board members listed above

Catalog Description (Final Draft)

The **User Experience and Interface Design (UX/UI)** One-Year Certificate of Completion provides a thorough foundation in the fundamentals of creating information visualizations, conducting user research, designing digital products and how to apply them using an industry standard approach. Students apply current production methods and

techniques to relevant projects that consider target market. Courses cover user experience research methods, design principles, interface design, and usability testing. The combination of courses is intended to give students the knowledge and skill set to augment their transfer degree and/or consider a career as an entry level UX/UI designer or researcher.

Program Learning Outcomes

For each award proposed, provide a maximum of eight program learning outcomes in a numbered list. Please see tips on [this intranet page](#). The Director of Assessment and Curriculum is available to assist with the development of observable learning outcomes (and keep in mind that all CTE programs are required to assess student learning in the context of their approved program-level outcomes).

- PLO #1 | Create human centered designs using industry standard software
- PLO #2 | Model effective and professional communication when collaborating with industry professionals and clients.
- PLO #3 | Produce a portfolio of cohesive work.

Program Courses (Final Draft)

Related Instruction Courses (Not required for programs of less than 36 credits):

- MTH 105Z: Math in Society (*Computation*)
- ART 295: Portfolio and Business Practices (*Communication*)
- DSGN 103: UX Research Methods (*pending Human Relations approval for Fall 2025*)

Core Courses (including prerequisites):

- ART 102: Intro to Art and Design Careers
- ART 141: Vector Art Illustration
- DSGN 104: UX Design Principles
- ART 110: Beginning Graphic Design
- DSGN 203: UI Design
- DSGN 204: Usability Testing
- DSGN 297UX: Capstone Project: UX/UI

Electives:

- Choose One:
 - PSY 216: Social Psychology
 - SOC 250: Sociology in Pop Culture

- ART 230: Intermediate Graphic Design

Total credits to complete program: 43

****This certificate's credit total is calculated in consideration that ART 110, 141, and 230 will become 4 credit course in the 25-26 academic year****

List any new courses that will need approval to bring the program online: n/a

Sample Plan

More details about Sample Plan requirements and best practices can be found here. The sample plan should:

- Include all required courses (or requirements if there is a choice of courses) in the program.
- Be organized by Term (Year 1 Fall, Year 1 Winter, etc.)
- Total credits should match the range listed in the Program Courses section above.
- Sequence courses using prerequisites and recommended preparation.
- Target a full-time student who enters at the desired skill level, and needs no developmental courses (minimum of 12 credits / maximum of 19 credits per term)
- Reflect the schedule of offerings such that courses are offered in the terms they are planned

Fall

- ART 102: Intro to Art and Design Careers
- ART 141: Vector Art Illustration
- DSGN 103: UX Research Methods (*Human Relations*)
- DSGN 104: UX Design Principles

Winter

- ART 110: Beginning Graphic Design
- DSGN 203: UI Design
- DSGN 204: Usability Testing

Spring

- MTH 105Z: Math in Society (*Computation*)
- ART 295: Portfolio and Business Practices (*Communication*)
- DSGN 297UX: Capstone Project: UX/UI
- Choose One:
 - PSY 216: Social Psychology
 - SOC 250: Sociology in Pop Culture

- ART 230: Intermediate Graphic Design

Capacity

Program Director and email: [Venus Nguyen, vnguyen3@cocc.edu](mailto:vnguyen3@cocc.edu)

Identify any one-time faculty load impacts and ongoing load impacts: [Lindsey Latiolais, Venus Nguyen](#)

Is current faculty staffing adequate to meet (a) the likely enrollment needs of the program and (b) the content knowledge requirements to teach the curriculum? [Currently yes, but additional faculty may be needed in the future](#)

If no, please explain the personnel needs: [The impact on ART 141, 110 and 230 \(elective\), may require additional faculty to teach more sections since these course are also within the Graphic Design and Illustration CTEs \(and DSGN 104 and 203 when they are added to the Graphic Design CTE as elective choices\)](#)

Budget

Note: If you are requesting a new separate budget, it will not be available in the subsequent Fall after program approval. New budgets need to be requested

Will this program require a new budget or will it remain as part of an existing budget? [Currently no – this would be within the Art & Design Budget, but consideration should be made for a separate budget for CTEs within Art & Design since the percentage of enrollment has become over 50% of the current Art & Design department.](#)

Expenses

Use the table below to identify current resources to be directed to the program and new resources needed. Ongoing expenses should be included in each year to display cumulative expenses. For guidance, contact the chair and/or dean.

Have you reviewed this budget with your area Dean? Please indicate date of review: [Not yet](#)

EXPENSE	First Year <i>Reallocation</i>	First Year <i>New</i>	Second Year <i>Reallocation</i>	Second Year <i>New</i>	Third Year <i>Reallocation</i>	Third Year <i>New</i>
Personnel	One PT Faculty <i>(completed)</i>	0	0	• One ADJ Faculty (cost of ADJ) Additional • One Instructional Assistant (<20 at \$30 per hour)	0	0
Equipment	0	0	0	0	0	0
Hardware	0	0	0	0	0	Consideration for an additional computer lab to support all Art & Design CTEs <i>(possibility of 5+ CTEs in three years) Approx 50k</i>
Software	0	0	0	0	0	0
Materials	0	0	0	0	0	0
Curriculum	0	0	0	0	0	0
Other capital	0	0	0	0	0	0
Accreditation	0	0	0	0	0	0
Other	0	0	0	0	0	0
Total	0	0	0	0	0	0

Revenue

Identify new course/program fees. Identify other dedicated external resources (grants, outside funding).

Some lab fees will be required for software. These are already built into the courses.

Student Aid

Identify special aid, scholarships, or other student resources. Email Financial Aid if you need assistance filling out this portion of the form. This CTE should be eligible for FA since it is over 36 credits, but no special aid, or scholarships are currently available.

Effective Year and Term

Practice is that new programs are effective the fall following approval. If a different year and term are desired, identify those here and provide a rationale. [2025-2026](#)

Enrollment Options

- Rolling entry (students can begin any term)
- Rolling entry (students can begin any term except summer)
- Cohort program (a group of students have the same schedule throughout program)
- Part-time and full-time attendance options available
- Full time attendance in cohort or core courses required
- Program begins every fall term
- Program begins every other year in fall term
- Program begins in fall (daytime courses) and spring (evening courses)
- Program orientation course required in first term
- Courses must be sequenced carefully; work closely with an advisor

Program Entrance

- Selective admission
- Enforced prerequisites for first term
- Recommended preparation for first term
- No formal entrance requirement; course prerequisites in program
- No entrance requirement

Internal Impacts

Identify impacts to the following areas, with special attention to how your new program may require outreach to the areas of campus listed below.

Admissions and Records: [Impact may include multiple transcript assessments \(for students with prior education\)](#)

Advising: [Impact will require communication with program director for current alignment between Art and Design CTEs and education on each program.](#)

Bookstore: [minimal to none](#)

Campus Services: [minimal to none](#)

College Now: [minimal – this would already be cover with current articulation with ART 141 as part of the Graphic/Video program of study](#)

College Relations: [minimal to none](#)

Financial Aid: [minimal to none](#)

Information Technology Services: minimal – an additional software license would need to be acquired but a free education license is available and can easily be installed on our current computers in the Art and Design Computer Lab.

Library: minimal to none

Policy: minimal to none

Risk Management: minimal to none

Tutoring and Testing: additional tutoring hours may be needed

External Impacts

Are adequate internship, work-based learning experience and/or Cooperative Work Experience sites available? Please list current or potential sites (or write “none” if not applicable): none