Unless marked “Leave blank” all parts of this form must be filled in before sending to Secretary of the Faculty.

### Subject.
(Brief description of proposed change, addition or deletion.)

New Bachelor of Science Degree in Instructional Design

### Justification.
(Briefly list main reasons for proposed change, addition or deletion.)

The online instructional design (ID) degree completion program at Purdue University North Central (PNC) is for those who are interested in designing and conducting training to improve individual and organizational performance. This program addresses several core areas of the PNC strategic plan: an additional degree in a STEM related area, increased opportunities for distance learning as PNC’s first fully online degree program, and a degree completion (or “2+2”) program for Ivy Tech statewide. The program is being proposed as one that allows students to complete general education requirements at Ivy Tech, PNC, or another school with transferrable credits. As ICHE and Purdue University now require intercampus collaboration across the state with newly proposed programs, the 2+2 model is seen as a useful way to work with other campuses and offer students more diverse choices in completion of a bachelor’s degree. The ID program builds upon PNC’s strengths in online courses, in degree programs in human resources and organizational leadership, and in collaboration.

The program is interdisciplinary, drawing upon PNC courses in several departments including education, communication, business, computer and information technology, and English. Although built as a degree completion program, students may start and finish this degree at PNC by completing the General Education core and initial prerequisites for the Bachelor’s degree in Liberal Studies, Human Resources, Communications, English, or Computer Information Systems.

The program competencies come from the 2012 revision of the Association of Educational Communications and Technology (AECT) program standards (see [http://aect.sitenym.com/resource/resmgr/AECT_Documents/AECT_Standards_adopted7_16_2.pdf](http://aect.sitenym.com/resource/resmgr/AECT_Documents/AECT_Standards_adopted7_16_2.pdf)). These standards address a wide range of knowledge and skills related to the development and assessment of pedagogy, the facilitation of diverse learning environments, professional and technical skills, research, communication, and leadership. AECT is a professional organization long respected internationally as one of the first professional associations for instructional design and technology professionals, scholars, and educators.

### Use the Current and Proposed spaces below for course changes only. Otherwise, mark “N/A”.

| Current: (Course changes: present catalog info.) | Proposed: (Course changes: new catalog information.) |
| N/A - New Degree Proposal. | See attached Sample Plan of Study. |

### Course Objectives.
(For new courses only. List main learning objectives. If lengthy, attach as separate page.)
**Impact on Students.** (State "N/A" if proposal will not greatly affect students.)

The vast majority of employment opportunities in this field of Instructional Design today require a bachelor’s degree and thus graduates will be well prepared to enter the labor market directly. They may also be at a competitive advantage versus those students who are earning graduate-level degrees in the field. In addition, this program is intended to be fully online, providing students who might otherwise not be able to take classes on campus regularly the opportunity to pursue an education in a current and exciting field.

**Impact on University Resources.** (State "N/A" if proposal will not require new resources, faculty or funds.)

Several current PNC faculty will teach in the instructional design program, from the departments of education, communication, business, computer and information technology, and English. Over time additional faculty will need to be hired for this program in the Education Department. In addition, faculty from Purdue Calumet will teach specific courses offered through Purdue Calumet if students choose these as elective courses. Collaboration with other campuses is seen as essential for new programs under current ICHE rules, therefore this option opens the door for collaboration between PNC and PUC. There may be other options for electives at other campuses as well, should a student choose to pursue them should the advisor approve it.

As this is an online program, no additional facilities will be needed to offer this program. Students will use the BlackBoard Learn online system, already in place at PNC, to communicate with instructors and work on coursework. However, additional software licenses not owned by the University may be needed to ensure that students are exposed to the software required in the field.

Necessary software for instructional designers includes Adobe Captivate 7 and the Adobe Creative Cloud suite, which are to be purchased individually by students (see http://www.adobe.com/products/creativecloud/buying-guide-education.html). Online students may purchase subscriptions on their own as part of normal textbook fees. In this way, they may use the software from any location, as it is a cloud-based subscription and not downloadable software for one’s desktop or laptop.

Funds will be needed for marketing.

**Impact on other Academic Units.** (State "N/A" if proposal will not affect other units.)

The program may add additional students or sections to certain courses in some disciplines, particularly those outside of the Education department such as English, Communications, Computer Graphics, and Business.
Sample Plan of Study for Proposed BS Degree in Instructional Design

The following plan is a sample that includes all courses needed to fulfill the Bachelor of Science in Instructional Design. The program is being proposed as one that is primarily “2+2” allowing students to complete general education requirements at PNC, Ivy Tech, or another school with transferrable credits; therefore, only semesters 5 through 8 are provided here. Specific courses may vary.

????? Indicates courses that must be newly proposed, although they may have graduate-level equivalents already in the Purdue catalog.

* Indicates courses that are taught in collaboration with Purdue University Calumet and their Writing for Interactive Media certificate program. Participation in these courses is optional for PNC students, but allows them the chance to complete the program possibly sooner, depending on semester-to-semester course availability. Completion of all five courses in the PUC English Writing for Interactive Media certificate program leads to a Purdue undergraduate certificate.

<table>
<thead>
<tr>
<th>SEMESTER 5</th>
<th>CR</th>
<th>SEMESTER 6</th>
<th>CR</th>
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<tbody>
<tr>
<td>EDCI 23500 – Learning and Motivation</td>
<td>3</td>
<td>EDCI 27000 – Intro to Educ. Tech and Computing</td>
<td>3</td>
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<tr>
<td>EDCI ????? – Foundations of Instructional Design</td>
<td>3</td>
<td>EDCI ????? – Human Issues in Instructional Design</td>
<td>3</td>
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<tr>
<td>CNIT 14100 – Internet Foundations, Technologies, and Development</td>
<td>3</td>
<td>EDCI ????? – Educational Hypermedia</td>
<td>3</td>
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<tr>
<td>*ENGL 43100 – Web Usability: Writing and Reading on the Web OR ENGL 42000 Business Writing</td>
<td>3</td>
<td>*CGT 25100 – Principles of Creative Design</td>
<td>3</td>
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<tr>
<td>COM 22800 Introduction to Communication Studies</td>
<td>3</td>
<td>*ENGL 43500 – Topics in Writing for Interactive Media OR ENGL 42100 Technical Writing</td>
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<tr>
<th>CREDIT HOURS</th>
<th>15</th>
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<tr>
<th>SEMESTER 7</th>
<th>CR</th>
<th>SEMESTER 8</th>
<th>CR</th>
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<tbody>
<tr>
<td>EDCI 49000 – Directed Project</td>
<td>3</td>
<td>OLS 27400 – Applied Leadership</td>
<td>3</td>
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<tr>
<td>EDCI ????? – Advanced Educational Hypermedia OR *CGT 30700 – Advanced Graphic Design for Web and Multimedia</td>
<td>3</td>
<td>EDCI 49000/???? – Instructional Design Practicum</td>
<td>3</td>
</tr>
<tr>
<td>*ENGL 43600 – Writing for Informational Interactive Media OR ENGL 41900 Multimedia Writing</td>
<td>3</td>
<td>OLS 37500 – Training Methods</td>
<td>3</td>
</tr>
<tr>
<td>EDCI ????? – Production of Instructional Materials</td>
<td>3</td>
<td>Education or English Selective Choose from: EDCI ????? - Intro to Learning Systems Design *ENGL 42501 - Writing for New Media Other choice as approved by advisor</td>
<td>3</td>
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<tr>
<td>ID Selective</td>
<td>3</td>
<td>COM 31500 – Speech Communication of Technical Information</td>
<td>3</td>
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<tr>
<td>Choose from one of the following: EDPS 43000 – Creating and Managing Learning Environments EDPS 45900 Assistive Technology OLS 25200 Human Relations in Organizations *ENGL 43700 Writing for Video Games Other choice as approved by advisor</td>
<td>3</td>
<td></td>
<td>3</td>
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| CREDIT HOURS | 15 | CREDIT HOURS | 15 |
A.  General Education Requirements (60 hours)
    Note: All General Education courses may be equivalent courses taken at another institution such as Ivy Tech.

PNC General Education Core
Composition and Communication (ENGL 10100, 10200, COM 11400) 9 credits
Quantitative Reasoning 6 credits
    - MA 15200 or above
    - STAT 30100 or above
Natural Sciences and Technology (two courses, chosen from either list, one lab science) 6 credits
Humanities and Social Sciences (two courses, one from each list) 6 credits
FYE or Humanities/Social Sciences (GS 19100 preferred) 3 credits
Total PNC Core 30 credits

Additional General Education Requirements
Modern Language (French, ASL, German, or Spanish at the second level) 6 credits
Global Cultures 3 credits
Western Heritage 3 credits
US Tradition 3 credits
Aesthetic Awareness 3 credits
Gender Issues 3 hours
Social Ethics 3 credits
Global Perspective 3 hours
Individual and Society 3 credits
Total Supplemental Core 30 credits

B.  Requirements for Instructional Design Core (48 hours)
1.  All of the following
    ____  EDPS 23500 Learning and Motivation (3 hours)
    ____  EDCI ????? Foundations of Instructional Design (3 hours)
    ____  CNIT 14100 Internet Foundations, Technologies and Development (3 hours)
    ____  COM 22800 Introduction to Communication Studies (3 hours)
    ____  EDCI ????? Foundations of Distance Learning (3 hours)
    ____  EDCI 27000 Intro to Educational Technology and Computing (3 hours)
    ____  EDCI ????? Human Issues in Instructional Design (3 hours)
    ____  EDCI ????? Production of Instructional Materials (3 hours)
    ____  OLS 27400 Applied Leadership Development (3 hours)
    ____  OLS 37500 Training Methods (3 hours)
    ____  COM 31500 Speech Communication of Technical Information (3 hours)

2.  Choose three of the following (9 hours)
    ____  ENGL 41900 Multimedia Writing (3 hours)
    ____  ENGL 42000 Business Writing (3 hours)
    ____  ENGL 42100 Technical Writing (3 hours)
    ____  ENGL 43100 Web Usability: Writing and Reading on the Web (3 hours)*
    ____  ENGL 43500 Topics in Writing for Interactive Digital Media (3 hours)*
    ____  ENGL 43600 Writing for Informational Interactive Media (3 hours)*

3.  Choose two of the following (6 hours)
    ____  EDCI ????? Educational Hypermedia (3 hours)*
    ____  EDCI ????? Advanced Educational Hypermedia (3 hours)*
    ____  CGT 25100 Principles of Creative Design (3 hours)*
    ____  CGT 30700 Advanced Graphic Design for Web and Multimedia (3 hours)*

4.  Directed Projects (6 hours)
    There are two directed project courses, allowing students to work directly with real clients in the field and providing them with valuable experiential learning. Both courses are to be taken during the Senior Year.
    a.  EDCI 49000 Directed Project in Instructional Design
    b.  EDCI 49000/????? Instructional Design Practicum
C. Electives (6 credit hours): *Education, Business, Communications or English courses are strongly recommended. If students complete all five of the 400-level English courses from Purdue Calumet, they will receive the Certificate in Writing for Interactive Media in addition to their BS degree.*

Recommended courses:
- EDPS 43000 Creating and Managing Learning Environments
- EDPS 45900 Assistive Technology
- OBHR 33000 Introduction to Organizational Behavior
- ENGL 43700 Writing for Video Games*
- EDCI ??? Intro to Learning Systems Design
- ENGL 42501 Writing for New Media*
- Other choice as approved by advisor

The Bachelor of Science in Instructional Design strives to meet the General Educational Guidelines of Purdue University North Central. The degree requires General Education Requirements of 60 hours; many of these requirements directly address the General Education Goals. Many of these goals are also addressed by core classes required for the degree.

General Education requirements can also be met through comparable courses at Ivy Tech Community College, Purdue University Calumet, or other campuses with transferrable credits. This program is designed as a 2+2 program in this sense.

Program: Bachelor of Science in Instructional Design

<table>
<thead>
<tr>
<th>General Education Goal</th>
<th>Evidence (Classes, parts of classes, and programs through which the goals are addressed)</th>
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<tbody>
<tr>
<td>Communicate clearly and cogently in written, oral, interpersonal and collaborative forms.</td>
<td>6 credits in composition</td>
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<tr>
<td>Demonstrate problem-solving and critical thinking abilities through the application of quantitative and analytic reasoning.</td>
<td>6 credits of Mathematics and Statistics</td>
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<td>Choose appropriate modes of inquiry to solve diverse problems.</td>
<td>3 credits in Social Ethics</td>
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<tr>
<td>Discern the patterns and process of the natural world.</td>
<td>6 credits of natural sciences; 3 credits must include a laboratory component</td>
</tr>
<tr>
<td>Critique the value of technologies and their applications.</td>
<td>3 credits in United States tradition; includes study of impact of technology in history</td>
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<tr>
<td>Evaluate the interaction of the universal and the particular in historical, political, and cultural experiences.</td>
<td>3 credits in Western Heritage</td>
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<tr>
<td>Apply ethical values in making aesthetic and instrumental judgments.</td>
<td>3 credits in Aesthetic Awareness</td>
</tr>
</tbody>
</table>