



# SOUTH DAKOTA BOARD OF REGENTS

## ACADEMIC AFFAIRS FORMS

### New Specialization

Use this form to propose a new specialization within an existing degree program. Specializations provide students with an alternative to the primary format of the major or it may be one of several tracks within a broad major. Specializations contain courses within the discipline(s) of the existing program. Specializations appear in the institutional catalog and on the transcript. Majors that offer specializations typically have one-third to two-thirds of the credits in common with the remaining course work fulfilling the requirements of the specialization(s) offered. The Board of Regents, Executive Director, and/or their designees may request additional information about the proposal. After the university President approves the proposal, submit a signed copy to the Executive Director through the system Chief Academic Officer. Only post the New Specialization Form to the university website for review by other universities after approval by the Executive Director and Chief Academic Officer.

<b>UNIVERSITY:</b>	<b>Northern State University</b>
<b>TITLE OF PROPOSED SPECIALIZATION:</b>	<b>Digital Media</b>
<b>NAME OF DEGREE PROGRAM IN WHICH SPECIALIZATION IS OFFERED:</b>	<b>Art (BFA)</b>
<b>BANNER PROGRAM CODE:</b>	
<b>INTENDED DATE OF IMPLEMENTATION:</b>	<b>August 2026</b>
<b>PROPOSED CIP CODE:</b>	<b>500409</b>
<b>UNIVERSITY DEPARTMENT:</b>	<b>ART</b>
<b>BANNER DEPARTMENT CODE:</b>	<b>NART</b>
<b>UNIVERSITY DIVISION:</b>	<b>School of Fine Arts</b>
<b>BANNER DIVISION CODE:</b>	<b>5F</b>

**Please check this box to confirm that:**

- The individual preparing this request has read AAC Guideline 2.3.2.2.B, which pertains to new specialization requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

#### University Approval

*To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.*

*Erin Foubert*

2/3/2026

Institutional Approval Signature

Date

*President or Chief Academic Officer of the University*

Note: In the responses below, references to external sources, including data sources, should be documented with a footnote (including web addresses where applicable).

#### 1. Level of the Specialization (place an "X" in the appropriate box):

Baccalaureate       Master's       Doctoral

**2. What is the nature/purpose of the proposed specialization? Please include a brief (1-2 sentence) description of the academic field in this specialization.**

The Digital Media specialization within the BFA in Art degree emphasizes the digital art techniques needed for a career and professional education within the art field.

**3. Provide a justification for the specialization, including the potential benefits to students and potential workforce demand for those who graduate with the credential. For workforce related information, please provide data and examples. Data may include, but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc. Please cite any sources in a footnote.**

A BFA in Art with a specialization in Digital Media prepares students for careers in the expanding digital and art economy. Within the specialization, emphases of Graphic Design and Film, Broadcasting, and Interactive Production exist to provide proficiency in digital tools and visual communication. National employment data for arts and design careers show a growth of 4% on average yearly, showing meaningful workforce demand and valuable career pathways for graduates with this specialization.<sup>1</sup> For students, the specialization offers a stable career pathway with competitive benefits, expanded career options, and the development of transferable skills that support long-term professional flexibility. Additionally, this aligns with our National Association of Schools of Art and Design Accreditation preferences.

**4. List the proposed curriculum for the specialization (including the requirements for completing the major – highlight courses in the specialization):**

Prefix	Number	Course Title (add or delete rows as needed)	Credit Hours	New (yes, no)
FYS	101	First Year Seminar	2	No
ART	111	Drawing I	3	No
ART	121	Design 2D	3	No
ART	123	Three Dimensional Design	3	No
ARTD	113	Introduction to Digital Media	3	No
ARTH	211	History of World Art I	3	No
ARTH	212	History of World Art II	3	No
ARTH	311	History of World Art III	3	No
ARTH	416	Art Theory & Criticism	3	No
ART	270	Photography Techniques I	3	No
ART	498	Research	3	No
ART	489	Senior Capstone	3	No
ARTD	231	Graphic Design I	3	No
ARTD	335	Digital Illustration I	3	No
ARTD	345	Documentary Filmmaking	3	No
ART	370	Photography Techniques II	3	No
		<b>DIGITAL MEDIA – GRAPHIC DESIGN EMPHASIS</b>		
ARTD	241 OR 333 OR 334	Animations & Visual Effects I OR Game, App, and Web Design I OR Digital Imaging I	3	No
ARTD	331	Graphic Design II	3	No
ARTD	443	Digital Illustration II	3	No

<sup>1</sup> U.S. Bureau of Labor Statistics, *Arts and Design Occupations*, Occupational Outlook Handbook, accessed December 28, 2025, <https://www.bls.gov/ooh/arts-and-design/>.

Prefix	Number	Course Title <i>(add or delete rows as needed)</i>	Credit Hours	New (yes, no)
ARTD	445	Graphic Design III	3	No
ARTD OR ART	446 OR 371	Graphic Design IV OR Mixed Media	3	No
ARTD	238 OR 338 OR 450	Video News, Advertising & Sportscasting OR Video Streaming & Digital Filmmaking I OR Digital Illustration III	3	No
		<b>DIGITAL MEDIA – FILM, BROADCAST, AND INTERACTIVE PRODUCTION</b>		
ARTD	241	Animations & Visual Effects I	3	No
ARTD	333 OR 334	Game, App, and Web Design I OR Digital Imaging I	3	No
ARTD	337	Podcasting and Sound Design I	3	No
ARTD	238 OR 338	Video News, Advertising & Sportscasting OR Video Streaming & Digital Filmmaking I	3	No
ARTD	341 OR 433 OR 437 OR 438	Animations & Visual Effects II OR Game, App, and Web Design II OR Podcasting and Sound Design II OR Video Streaming & Digital Filmmaking II	3	No
ART OR ENGL OR HIST OR MCOM	494 OR 494 OR 494 OR 495	Internship OR Internship OR Internship OR Practicum	3	No
		Electives - Any ART, ARTD, ARTM course 200+	25	No

Total number of hours required for completion of specialization  
Total number of hours required for completion of major  
Total number of hours required for completion of degree

55
90
120

## 5. Delivery Location

*Note: The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.*

**A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off-campus location (e.g., USD - Sioux Falls, Black Hills State University - Rapid City, Capital City Campus, etc.) or deliver the entire program through distance technology (e.g., as an online program)?**

	Yes/No	Intended Start Term
<b>On campus</b>	Yes	August 2026

	Yes/No	If Yes, list location(s)	Intended Start Term
<b>Off campus</b>	No		

	Yes/No	If Yes, identify delivery methods <i>Delivery methods are defined in AAC Guideline <a href="#">2.4.3.B.</a></i>	Intended Start Term
<b>Distance Delivery (online/other distance delivery methods)</b>	No		

**B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the certificate through distance learning (e.g., as an on-line program)? This question responds to HLC definitions for distance delivery.**

	<b>Yes/No</b>	<b><i>If Yes, identify delivery methods</i></b>	<b><i>Intended Start Term</i></b>
<b>Distance Delivery (online/other distance delivery methods)</b>	No		

**6. Additional Information:** *Additional information is optional. Use this space to provide pertinent information not requested above. Limit the number and length of additional attachments. Identify all attachments with capital letters. Letters of support are not necessary and are rarely included with Board materials. The University may include responses to questions from the Board or the Executive Director as appendices to the original proposal where applicable. Delete this item if not used.*