LETTER OF INTENT – 1

(New Certificate or Degree Program)

1. Institution submitting request: University of Arkansas Fayetteville
2. Education Program Contact person/title: Dr. Terry Martin, Vice Provost for Academic Affairs
3. Telephone number/e-mail address: (479) 575-2151/tmartin@uark.edu
4. Proposed Name of Certificate or Degree Program: Design for Collaborative Futures, Master of Design
5. Proposed Effective Date: Fall 2022
6. Requested CIP Code: 09.0702 Digital Communication and Media/Multimedia
7. Program Description: The Master of Design program will create leaders and innovators at the intersection of human-centered design and emerging technologies, in both industry and academia. Through discipline-defining inquiry and collaboration, students will work to become an active force in addressing the big challenges and opportunities in companies, communities and climate, and will go on to act at the highest levels of leadership in higher education and professional practice. Elements in the program will deal with user experience, designing for complexity, identity and brand management, speculative technologies, product design, and human-centered design practices, among other topics, through an interdisciplinary lens. The local presence of campus partners and multinational corporation headquarters in the region, along with a rich ecosystem of supporting design firms and agencies, perfectly situates our students for collaborative learning opportunities of diversity and curiosity, and the graduates for rewarding and high-level career opportunities.
8. Mode of Delivery (mark all that apply):

**\_\_X\_\_On-Campus**

**\_\_\_\_\_Off-Campus Location**

Provide address of off-campus location\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Provide a copy of the e-mail notification to other institutions in the state notifying them of the proposed program. Please inform institutions not to send the response to **“Reply All”**. If you receive an objection/concern(s) from an institution, reply to the institution and copy ADHE on the email. That institution should respond and copy ADHE. If the objection/concern(s) cannot be resolved, ADHE may intervene.

Submit copy of written notification to Higher Learning Commission (HLC) if notification required by HLC for a program offered at an off-campus location.

\_\_\_\_\_\_Indicate distance of proposed site from main campus

**\_\_\_\_\_\_Distance Technology** (50% of program offered by distance technology)

Submit copy of written notification to HLC if notification is required by HLC for a program offered by distance technology.

1. List existing certificate or degree programs that support the proposed program: Bachelor of Fine Arts in Graphic Design
2. President/Chancellor Approval Date: January 1, 2021
3. Academic Affairs Officer: Charles F. Robinson Date: January 1, 2021