

MICHIGAN STATE UNIVERSITY

November 22, 2010

MEMORANDUM

TO: Dr. Douglas Estry, Associate Provost for Undergraduate Education
and Dean of Undergraduate Studies

FROM: Dr. Linda O. Stanford, Associate Provost for Academic Services

RE: Request for a New Bachelor of Arts and Bachelor of Science Degree in
Media and Information

For Transmittal to the University Committee on Academic Policy UCAP)

The request referenced above is being sent to the University Committee on Academic Policy (UCAP) in accordance with the *Bylaws for Academic Governance*, 4.4.

UCAP Response Requested:

Please ask the UCAP to consider the request referenced above and provide consultative commentary. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to the UCAP members.

After receiving UCAP's consultative response, the Provost will make a determination to forward or not to forward the request to the University Committee on Curriculum for its approval of curriculum and degree requirements.

If you have any questions, please call Joy Speas, University Curriculum Administrator, at 5-8420.

Thank you.

Attachments:

1. Request to Establish a New Academic Program form dated November 15, 2010: Bachelor of Arts and Bachelor of Science Degree in Media and Information and attachments.



University Curriculum and Catalog

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East Lansing, MI
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COLLEGE OF COMMUNICATION ARTS AND SCIENCES

1. Request to establish a **Bachelor of Science** degree in **Media and Information** in the Department of Telecommunication, Information Studies and Media. The University Committee on Academic Policy will consider this request.

- a. **Background Information:**

The Department of Telecommunication, Information Studies and Media proposes to merge the existing Bachelor of Arts Degree in Media Arts and Technology and Bachelor of Science Degree in Media and Communication Technology into a new single Media and Information major that offers both a Bachelor of Arts and a Bachelor of Science option.

The Bachelor of Arts program differs from the Bachelor of Science program primarily in that courses outside the major include requirements in the arts and humanities, in contrast to courses in the social sciences, as well as higher level math and computer science requirements for the Bachelor of Science program.

There are no other majors at MSU that focus on this area. The College of Arts and Letters has three complementary programs, the Film Studies minor in the Department of English, the Professional Writing bachelor's in the Department of Writing, Rhetoric and American Cultures, and the Electronic Art and Intermedia concentration in Studio Art bachelor's program. The Film Studies minor focuses on film history and criticism rather than the production of film, which is the focus of the Specialization in Fiction Film Production. The Professional Writing program focuses on the act of writing and explores writing in digital environments, such as for the web. Yet, this program has a very different focus than ours. Our programs are complementary and many of our collective students take courses in both of our respective programs. The Electronic Art and Intermedia concentration includes a focus on interactive media. However, this is a studio art focus, and not based on the production of commercial and entertainment media or media for educational or training purposes. The disciplinary focus of both programs is quite distinct.

In our own college, this major would complement, but not duplicate majors in journalism, advertising, communication, and public relations. A number of other institutions in Michigan have media and information related programs; however, since we have been offering this content in our own course work for more than 40 years, it really does not represent the introduction of a new program. The restructuring of the current bachelor's degree programs is to accommodate college-wide restructuring of existing applied media courses, integrate the new cross-department undergraduate research courses, reduce redundancy and confusion across current majors, and make the major and department more marketable and understandable inside and outside of MSU.

MSU is a national leader in the field of media and information. We have been enabling undergraduates to study these topics as long as, or longer than almost any other institution in the country. We introduced new media design and information technology oriented courses well before many of our peer programs around the country, and enjoy a strong reputation as one of the most innovative programs due our integration of traditional and new media design. Alumni have held positions at the highest levels in the media and information industries, and have been active in finding internships and jobs for our graduates.

- b. **Academic Programs Catalog Text:**

Students have the opportunity to select the degree program best suited to their interests. The Bachelor of Arts degree in Media and Information and the Bachelor of Science degree in Media and Information uniquely prepare graduates to design high impact media products by focusing on: 1) understanding and harnessing the power of media through interdisciplinary artistic, qualitative, and quantitative methodological approaches and theoretical perspectives, 2) using the design process to inform the creative act and fuel innovation using current and emerging media technologies, 3) using media to address pressing social issues and other meaningful themes, 4) gaining fluency with the tools, practice, and techniques used in the creation of current and emerging mediated experiences, and 5) interpreting and critiquing media in the context of audiences, users, historical precedents, socio-cultural patterns of use, and ethical implications of technologies. Each degree program provides students with the tools and inspiration needed to analyze, evaluate, critique, and manage many forms of media products, services and applications and each provides a solid foundation for anticipating trends in media and communication technologies to prepare students for a field characterized by rapid and continuous change. The social, technical, economic, and organizational bases

of media and communication technologies are core topics, preparing students to use media in socially beneficial and economically productive ways. The Bachelor of Arts program requires additional arts and humanities courses. The Bachelor of Science program includes social science as well as higher-level math and computer science requirements.

Requirements for the Bachelor of Science Degree in Media and Information

1. The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of this catalog; 120 credits, including general elective credits, are required for the Bachelor of Science degree in Media and Information.

The University's Tier II writing requirement for the Media and Information major is met by completing one of the following courses: Telecommunication 442, 443, 447, 450, 452, 458, 462, or 472. Those courses are referenced in item 3. below.

2. The requirements of the College of Communication Arts and Sciences for the Bachelor of Science degree.

3. The following requirements for the major. CREDITS

- a. All of the following courses (12 credits):

	TC	101	Understanding Media in the Information Age	3
	TC	201	Introduction to Media and Communication Technology	3
	TC	301	Bringing Media to Market	3
	TC	401	Topics in Media Impacts on Society	3
- b. At least 3 credits from the following courses (3 credits):

	ANP	201	Socio-cultural Diversity	3
	EC	201	Introduction to Microeconomics	3
	PHL	130	Logic and Reasoning	3
	PLS	200	Introduction to Political Science	4
	PSY	101	Introductory Psychology	4
	SOC	100	Introduction to Sociology	4
- c. Both of the following courses (6 credits):

	CAS	111	The Digital Image	2
	CSE	231	Introduction to Programming I	4
- d. One of the following courses (3 credits):

	MTH	124	Survey of Calculus I	3
	MTH	132	Calculus I	3
- e. At least three of the following courses (3 credits):

	CAS	201	Audio and Video in Media Settings I	1
	CAS	202	Audio and Video in Media Settings II	1
	CAS	203	Design in Media Settings	1
	CAS	204	Web Design Media Settings	1
	CAS	205	Photography in Media Settings	1
	CAS	206	Graphics and Illustration in Media Settings	1
	CAS	207	Animation in Media Settings	1
	CAS	208	Interactivity in Media Settings	1
- f. One of the following concentrations (12 credits):

TV, Cinema, and Radio

1. The following course (3 credits):

	TC	341	Film Style Production for Cinema and Television	3
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2. Two of the following courses (6 credits):

	TC	247	Three-Dimensional Modeling and Design	3
	TC	337	Compositing and Special Effects	3
	TC	342	Multi Camera Production for Television	3
	TC	343	Basic Audio Production	3
	TC	347	Three-Dimensional Computer Animation	3
	TC	348	Advanced Lighting and Camera Techniques	3
	TC	351	Producing for Cinema and Television	3
3. One of the following courses (3 credits):

	TC	442	Design of Cinema and Television Projects (W)	3
	TC	443	Audio Industry Design and Management (W)	3
	TC	447	Advanced Three-Dimensional Animation Workshop (W)	3

Interactive and Social Media

1. The following course (3 credits):

	TC	331	Introduction to Interactive Media Design	3
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2. Two of the following courses (6 credits):

	TC	247	Three-Dimensional Modeling and Design	3
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	TC	346	Web and Mobile Game Design	3
	TC	347	Three-Dimensional Computer Animation	3
	TC	349	Client-Side Web Development	3
	TC	359	Server-Side Web Development	3
	TC	361	Information and Communication Interaction Management	3
	TC	362	Web Administration	3
3.	One of the following courses (3 credits):			
	TC	450	Human Computer Interaction and User Experience Design (W)	3
	TC	462	Social Computing (W)	3
	TC	472	Electronic Commerce (W)	3

Media Management

1. The following course (3 credits):

	TC	300	Media Policy and Economics	3
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 2. At least two of the following courses (6 or 7 credits):

COM	300	Methods of Communication Inquiry	4
TC	331	Introduction to Interactive Media Design	3
TC	341	Film Style Production for Cinema and Television	3
TC	351	Producing for Cinema and Television	3
TC	355	Media Research	3
TC	361	Information and Communication Interaction Management	3
 3. One of the following courses (3 credits):

	TC	452	Media Strategy (W)	3
	TC	458	Project Management (W)	3
- g. Cognate (12 credits):
The cognate consists of a set of courses approved by the advising office upon admission to the major or attainment of junior standing, whichever is earlier. The cognate must be a minimum of 12 credits and include at least 6 credits from the 300-400 level. The courses in the cognate may be selected from: fine arts, social sciences, biological and physical sciences, social sciences, business, or an approved university specialization or minor administered outside of the college. If business is selected, students must select from the following courses: Economics 201 and 202, Accounting 230, General Business and Business Law 323, Finance 320, Management 325, and Marketing 327. A list of specializations and minors is available from the advising office.
- h. Telecommunication (TC) Electives.
Electives include courses outside the above requirements. Additional courses can be taken as electives, but not more than 45 total credits may count towards the degree. Internships are encouraged and may qualify for course credit (TC 493).

Effective Fall 2011.

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	ENG	226	Introduction to Creative Writing	3
	IAH	207	Literatures, Cultures and Identities (I)	4
	IAH	208	Music and Culture (I)	4
	IAH	209	Arts, the Visual, and Culture (D)	4
	IAH	241A	Creative Arts and Humanities: Music and Society in the Modern World	4
	IAH	241B	Creative Arts and Humanities: Philosophy in Literature (D)	4
	IAH	241C	Creative Arts and Humanities: Cultural and Artistic Traditions of Europe	4
	IAH	241D	Creative Arts and Humanities: Theatre and Society in the West (I)	4
	IAH	241E	Creative Arts and Humanities: The Creative Process (D)	4
	MUS	175	Understanding Music	2
	MUS	178	Music Theory For Non Music Majors I	2
	MUS	179	Music Theory For Non Music Majors II	3
	THR	101	Acting I	3
	THR	110	Theatrical Play Analysis	3
	THR	350	Plays as Film	3
- c. All of the following courses (6 credits):

	CAS	110	Creative Process in Media Settings	2
	CAS	111	The Digital Image	2
	CAS	112	Story Sound and Motion	2
- d. At least three of the following courses (3 credits):

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g. Telecommunication (TC) Electives.

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View a Program		Main Menu
Joy Speas, RO	Tuesday, 11/16/2010	
Program Name: Media and Information Degree: BA Sequence Number: 1	Program Request ID: 1771	
Effective Dates: Fall 2011 - Open Status: Interim Initial Action: New		
Requested Date: 8/5/2010 2:38:07 PM		
<p>1. Department/School/College: 10830 Department of Telecommunication, Information Studies and Media</p> <p>2. Name of Program: Media and Information</p> <p>3. Name of Degree: BA</p> <p>4. Type of Program: Major</p> <p>5. Effective Start Semester: Fall 2011</p> <p>6. Target student audience for the program: Undergraduate students at MSU interested in media and information industries</p> <p>7. Enrollment: What is the expected enrollment per year: 600 What is the minimum enrollment acceptable: 100</p> <p>8. Source of budget for the program: To align academic planning and curricular change, ALL requests for NEW funds must be included in the College's annual planning letter. Provost approval of new funds and the effective date for the new program must align. If funding is not approved, then the program request will not be forwarded to Academic Council. Internal reallocation If new funds, was this request included in the College's annual planning letter? Indicate yes or no. If no, then this is a department or college fund reallocation (If the program is implemented, no additional resources are required.).</p> <p>9. Projected Costs as compared to other programs in unit: Lower</p> <p>10. Staff requirement: How many additional staff will be required: 0 Who will provide the primary instruction. Describe any external linkages(industry, government, etc.):</p>		

11. Will additional equipment be required:

Approximate cost: 0

Source of funding:

12. Will additional library materials be required:

Approximate cost: 0

Source of funding: there are no additional library requests

13. Will additional space be required:

Type:

Approximate amount:

14. If the program requirements contain a named concentration, do you wish for the concentration to be noted on the student's transcript?:

No

15. Detailed Description:

We propose to merge the existing BA in Media Arts & Technology and BS in Media and Communication Technology Majors in the Department of Telecommunication, Information Studies, and Media into a new single "Media and Information" major that offers both a Bachelor of Science and a Bachelor of Arts option.

Rationale:

- Adapt to changes in the college and department
- o Accommodate college wide restructuring of existing applied media courses.
- o Integrate the new cross-department undergrad research courses
- Make major more understandable to students
- o Reduce redundancy and confusion across previous majors
- o Group courses logically so students can see areas of depth and focus
- o Provide a BA or BS option for all students and make the distinction more clear
- o Help differentiate major from our specializations
- o Modify capstone requirement to be more "standardized" across major
- Provide additional value to major
- o Continue to improve the course offerings to provide depth and breadth while reducing redundancy
- o Create a stronger common set of core courses across the major
- o Allows students to customize their program in a logical way
- Streamline and reduce resource requirements for major
- o Reduce total number of courses offered by the department (reduced resources)

- o Reduce total number of credits required by the major (streamline)
- o Simplify curriculum to help with flow and provide more options to courses that have a lot of demand
- Make major and department more marketable and understandable inside and outside of MSU

This form focuses on the BA program in Media and Information. The BA program differs from the BS program primarily in that courses outside the major include requirements in the arts and humanities, in contrast to courses in the social sciences, as well as higher level math and computer science requirements for the BS program.

Relation to other programs at MSU and other institutions:

There are no other majors at MSU that focus on this area. The College of Arts and Letters has three complementary programs, the Film Studies program in English, the Digital Rhetoric and Professional Writing program in WRAC, and the Electronic Art and Intermedia program in Studio Art. The Film Studies program focuses on film history and criticism rather than the production of film, which is done in a joint specialization in conjunction with our department in the new Fiction Film Specialization. The Digital Rhetoric and Professional Writing program focuses on the act of writing. While they do explore writing in digital environments, such as for the web, their program has a very different focus than ours. Our two programs are complementary and many of our collective students take courses in both of our respective programs. The new Electronic Art and Intermedia program includes a focus on interactive media. However, this is a studio art focus, and not based on the production of commercial and entertainment media or media for educational or training purposes. The disciplinary focus of both programs is quite distinct. However, there are collaborations between the programs that will continue, including in the Design Specialization and the Game Specialization, both of which are open to students in Art and in TISM.

In the college of business, students may specialize in information technology management. However, this is a three college specialization, and we are active participants. Students in either the BA or BS in Media and Information would be able to take the IT Specialization. The IT Specialization does not, however, cover the marketing of media products, or the management of media enterprises or media research, but has a more narrow focus on the management of computer technologies in work settings.

In our own college, this major would complement, but not duplicate majors in journalism, advertising, communication, and public relations. A number of other institutions in Michigan do have media and information related programs; however, since we have been offering this content in our own coursework for more than 40 years, it really does not represent the introduction of a new program.

b. Rationale for offering the program at MSU:

MSU is a national leader in the field of media and information. We have been enabling undergraduates to study these topics as long as, or longer than almost any other institution in the country. We introduced new media design and information technology oriented courses well before many of our peer programs around the country, and enjoy a strong reputation as one of the most innovative programs due our integration of traditional and new media design. Alumni have held positions at the highest levels in the media and information industries, and have been active in finding internships and jobs for our graduates.

c. Rationale for housing the program in TISM:

This program is replacing and expanding an existing program in the primary administrative unit.

d. The program's education objectives include:

The BA degree in Media and Information uniquely prepares graduates to design high impact media products by focusing on: 1) understanding and harnessing the power of media through interdisciplinary artistic, qualitative, and quantitative methodological approaches and theoretical perspectives, 2) using the design process to inform the creative act and fuel innovation using current and emerging media technologies, 3) using media to address pressing social issues and other meaningful themes, 4) fluency with the tools, practice, and technique used in the creation of current and emerging mediated

experiences, and 5) interpretation and critique of media in the context of audiences, users, historical precedents, socio-cultural patterns of use, and ethical implications of technologies.

e. Faculty involved in developing and implementing program:

The program was developed and approved by the full faculty of the Department of Telecommunication, Information Studies, and Media, coordinated by the Director of Undergraduate Studies, Brian Winn. The program will be implemented by the department chair, Professor Charles Steinfield, in conjunction with Brian Winn and the full faculty.

f. Evaluation plan and outcomes assessment

Student outcomes are assessed in their performance in specific courses in the major that address specific competencies, as well as student performance in a required capstone class that requires students to synthesize material across courses in a problem-centered format. We will also evaluate graduating students' portfolio of work based on professionalism, quality of work, and competitiveness in the marketplace. Additionally, we will assess outcomes by carefully monitoring job placement and graduate school attendance rates, the quality of incoming students, alumni response, and student feedback per course, and from an exit survey.

g. Catalog description

The fields of Media and Information examine the design, production, management, and effects of the many forms of mediated communication, as well as the organization, implementation, use, and impacts of systems that carry mediated information, entertainment, services, and personal communications.

Undergraduate Program

In this major students learn both the techniques of media production guided by principles of aesthetics and narrative design, and approaches to media and information management and research guided by social science theories and methods. Among the forms of media addressed through rigorous study of technique, content design, user and audience behavior, principles of marketing and management, and societal impact are film, TV, radio, digital games, social media, mobile communications, and the many forms of Internet-based communication and information exchange.

The program prepares undergraduates for a wide range of careers in the global media and information industries, including as producers and directors in the entertainment industries, marketing and sales professionals in the communications industries, and communication and information systems managers in all types of organizations. Students are also well prepared for graduate study in media and information related disciplines.

A Bachelor Arts or a Bachelor of Science degree is available, as noted in the degree requirements provided below. In addition to a core program, students in the major must complete one of the following concentrations:

TV, Cinema, and Radio Concentration

This concentration focuses on the TV, Cinema, and Radio industries. Students learn preproduction, production, and post-production techniques and design principles involved in audio, video, and projects. Students also gain experience in producing, directing, and managing media projects for broadcast and non-broadcast distribution.

Interactive and Social Media Concentration

This concentration focuses on the interactive media and information technology industries. Students learn theories of human computer interaction, technological foundations and applications, and the social and organizational impacts of information and communication technologies. Students also gain experience in designing, implementing, and managing interactive media projects, including Web, games, and emergent forms of interactive and social media.

Media Management Concentration

This concentration prepares students to lead tomorrow's broadcasting, cable, telephone, and Internet companies as well as media research agencies. Students learn principles of media management, business strategy, research skills, theory, policy, and the basic economic forces shaping media industries.

In addition, the department offers a number of specializations, including:

- Information Technology *BUS*
- Games Design and Development *TC*

What is the Tier II requirement? (w/ courses) A+L sign off

- Information and Communication Technology for Development *TC*
- Design *AAH*
- Fiction Film Production *ENG*
- Documentary Studies *TC*

Requirements for the Bachelor of Arts in Media and Information University Requirements (At least 31 credits)

1. Complete all of the following*:

- IAH 201-210 (4)
- IAH 211 or higher (4)
- ISS 200 level (4)
- ISS 300 level (4)

*Each IAH and ISS course emphasizes national diversity (designated "N" at the end of the course title) or international and multicultural diversity (designated "I") or both (designated "D"). Students MUST complete at least one "N" course and one "I" course. A "D" course may meet either an "N" or an "I" requirement, but not both.

2. Complete all of the following:

- ISB 200 level (3)
- ISP 200 level (3)
- ISB or ISP lab (2)
- WRA 110-150 (4)

3. University math or appropriate score on proctored test (3-5)

(MTH 1825 and MTH 103 will not complete MTH requirement)

Major Requirements (At least 36 credits)

Take the following courses: (12 credits)

- TC 101 Understanding Media in the Information Age (3)
- TC 201 Intro to Media ^{*techn*} Technology (3) *and Communication*
- TC 301 Bringing Media to Market (3)
- TC 401 Media Impacts on Society (3) *Topics in*

Take at least 3 credits across the following courses: (3 credits+)

- ENG 130 Film and Society *4*
- ENG 226 Introduction to Creative Writing *3*
- IAH 207 Literatures, Cultures and Identities (I) *4*
- IAH 208 Music and Culture (I) *4*
- IAH 209 Arts, The Visual, and Culture (D) *4*
- IAH 241A Creative Arts and Humanities: Music and Society in the Modern World *4*
- IAH 241B Creative Arts and Humanities: Philosophy in Literature (D) *4*
- IAH 241C Creative Arts and Humanities: Cultural and Artistic Traditions of Europe *4*
- IAH 241D Creative Arts and Humanities: Theatre and Society in the West (I) *4*
- IAH 241E Creative Arts and Humanities: The Creative Process (D) *4*
- MUS 175 Understanding Music *2*
- MUS 178 Music Theory For Non Music Majors I *2*
- MUS 179 Music Theory For Non Music Majors II *3*
- THR 101 Acting I *3*
- THR 110 Theatrical Play Analysis *3*
- THR 350 Plays as Film *3*

Take the following courses (6)

- CAS 110 Creative Process in Media Settings *2*
- CAS 111 The Digital Image *2*
- CAS 112 Story Sound and Motion *2*

Take at least **THREE** of the following Professional technique/Technology Courses (3 credits)

CAS 201 Audio and Video in Media Settings I	1
CAS 202 Audio and Video in Media Settings II	1
CAS 203 Design in Media Settings	1
CAS 204 Web Design in Media Settings	1
CAS 205 Photography in Media Settings	1
CAS 206 Graphics and Illustration in Media Settings	1
CAS 207 Animation in Media Settings	1
CAS 208 Interactivity in Media Settings	1

• Take one of the following concentrations

o TV, Cinema, and Radio (12 credits)

- Take the following course (3 credits)

TC 341 Film Style Production for Cinema & TV (3)

- Take at least TWO of the following courses: (6 credits)

- TC 342 Multi-Camera Production for TV (3)
- TC 343 Basic Audio Production (3)
- TC 247 ~~3D~~ Modeling (3) and Design *Television*
- TC 337 Compositing & Special Effects (3)
- TC 347 ~~3D~~ Computer Animation (3)
- TC 348 Advanced Lighting and Camera Techniques (3)
- TC 351 Producing for Cinema and TV (3)

- Take at least ONE of the following courses or participate in an approved TC specialization: (3 credits)

- * TC 442 Design of Cinema and TV Projects (W) (3) *Television*
- * TC 443 Audio Industry Design & Management (W) (3)
- * TC 447 Advanced ~~3D~~ Animation Studio (W) (3) *Television*

o Interactive and Social Media (12 credits)

- Take the following course (3 credits)

TC 331 Intro to Interactive Media Design (3)

- Take at least TWO of the following courses: (6 credits)

- TC 247 ~~3D~~ Modeling (3) and Design *Television*
- TC 346 Web and Mobile Game Design (3)
- TC 347 ~~3D~~ Computer Animation (3)
- TC 349 Client-Side Web Development (3)
- TC 359 Server-Side Web Development (3)
- TC 361 ~~IT~~ Management (3) *Information and Communication Interaction*
- TC 362 Web Administration (3)

- Take at least ONE of the following courses or participate in an approved TC specialization: (3 credits)

- * TC 450 HCI & User Experience Design (W) (3) *Human Computer Interaction*
- * TC 462 Social Computing (W) (3)
- * TC 472 E-Commerce (W) (3) *Electronic*

Three-Dimensional

Three-Dimensional

o Media Management (12 credits)

- Take the following course: (3 credits)

TC 300 Media Policy & Economics (3)

- Take at least TWO of the following courses: (6 credits)

COM 300 Methods of Communication Inquiry (4)

TC 331 Intro to Interactive Media Design (3)

TC 355 Media Research (3)

TC 341 Film Style Production for Cinema & TV (3)

TC 351 Producing for Cinema and TV (3)

TC 361 IGT Management

Information and Communication Technology

- Take at least ONE of the following courses: (3 credits)

* TC 452 Media Strategy (W) (3)

* TC 458 Project Management (W) (3)

Required Cognate (12 credits)

The cognate consists of a set of courses to be approved by the advising office upon admission to the major or attainment of junior standing, whichever is earlier. The cognate must be a minimum of 12 credits and include at least 6 credits from the 300-400 level. The courses in the cognate can be selected from: fine arts, social sciences, biological and physical sciences, social sciences, business, or an approved university specialization or minor administered outside of the college. If business is selected, students must select from the following courses: Economics 201 and 202, Accounting 230, General Business and Business Law 323, Finance 320, Management 325, and Marketing 327. A list of appropriate specializations and minors is available from the advising office.

Other Electives

Electives include courses outside the above requirements. Additional credits in department courses can be taken as electives, but not more than 45 total credits in courses in the department. Internships are encouraged and may qualify for course credit (TC 493).

MSU East Lansing campus.

i. List name of certificate program

NA

j. other info?

h. Where offered:

16. Are there admissions requirements for this program?:

Grade or grade-point average requirements and if so in which course(s), portfolio requirement, audition, essay, etc. If there are not admission requirements other than those required by the University policy indicate "none".

Grade or grade-point average requirements and if so in which course(s), portfolio requirement, audition, essay, etc. If there are not admission requirements other than those required by the University policy indicate "none". none

DEPARTMENT LEVEL APPROVAL STATUS

Approved: Department of Telecommunication, Information Studies and Media
10/31/2010 4:55:42 PM by Chip Steinfield for Charles Steinfield, Chairperson

SIGNOFFS STATUS

No Response by: College of Arts and Letters

Signed Off: College of Music
11/2/2010 10:33:02 AM by Curtis Olson for James B. Forger, Dean

Signed Off: College of Natural Science
11/1/2010 12:08:23 PM by Kathryn Doig for Kathryn M. Doig, Associate Dean

Comments: I presume that we were offered sign-off due to the ISB/P and MTH requirements. From what I understand, this does not represent any change to us in students who will need these service courses, so this is approved. However, if there are changes that affect the number of students requiring CNS courses as a result of this, please clarify. Kathy Doig

Signed Off: Eli Broad College of Business and The Eli Broad Graduate School of Management
11/10/2010 3:45:24 PM by Michelle McNure for John A. Wagner III, Associate Dean

No Response by: Department of Art and Art History

Signed Off: Department of English
11/1/2010 11:20:37 AM by Edward Watts for Steve Arch, Chairperson

Signed Off: Center for Integrative Studies in Arts and Humanities
10/31/2010 8:48:23 PM by Rocio Quispe-Agnoli for Rocio Quispe-Agnoli, Acting Director

Signed Off: Department of Theatre
11/1/2010 9:15:58 AM by George Peters for Kirk A. Domer, Acting Chairperson

Signed Off: Department of Writing, Rhetoric and American Cultures
11/6/2010 11:27:27 AM by Kathleen Geissler for Kathleen Geissler, Chairperson

COLLEGE LEVEL APPROVAL STATUS

Approved: College of Communication Arts and Sciences
11/15/2010 7:48:09 AM by Janet Lillie for Janet Lillie, Associate Dean

View a Program		Main Menu
Joy Speas, RO	Tuesday, 11/16/2010	
Program Name: Media and Information Degree: BS Sequence Number: 1	Program Request ID: 1772	
Effective Dates: Fall 2011 - Open Status: Interim Initial Action: New		
Requested Date: 8/6/2010 10:49:02 AM		
<p>1. Department/School/College: 10830 Department of Telecommunication, Information Studies and Media</p> <p>2. Name of Program: Media and Information</p> <p>3. Name of Degree: BS</p> <p>4. Type of Program: Major</p> <p>5. Effective Start Semester: Fall 2011</p> <p>6. Target student audience for the program: Undergraduate students at MSU interested in media and information industries</p> <p>7. Enrollment: What is the expected enrollment per year: 200 What is the minimum enrollment acceptable: 50</p> <p>8. Source of budget for the program: To align academic planning and curricular change, ALL requests for NEW funds must be included in the College's annual planning letter. Provost approval of new funds and the effective date for the new program must align. If funding is not approved, then the program request will not be forwarded to Academic Council. Internal reallocation If new funds, was this request included in the College's annual planning letter? Indicate yes or no. If no, then this is a department or college fund reallocation (If the program is implemented, no additional resources are required.).</p> <p>9. Projected Costs as compared to other programs in unit: Same</p> <p>10. Staff requirement: How many additional staff will be required: 0 Who will provide the primary instruction. Describe any external linkages(industry, government, etc.):</p>		

11. Will additional equipment be required:

Approximate cost: 0

Source of funding:

12. Will additional library materials be required:

Approximate cost: 0

Source of funding: there are no additional library requests

13. Will additional space be required:

Type:

Approximate amount:

14. If the program requirements contain a named concentration, do you wish for the concentration to be noted on the student's transcript?:

No

15. Detailed Description:***a. Background information:***

We propose to merge the existing BA in Media Arts & Technology and BS in Media and Communication Technology Majors in the Department of Telecommunication, Information Studies, and Media into a new single "Media and Information" major that offers both a Bachelor of Science and a Bachelor of Arts option.

Rationale:

- Adapt to changes in the college and department
 - Accommodate college wide restructuring of existing applied media courses.
 - Integrate the new cross-department undergrad research courses
- Make major more understandable to students
 - Reduce redundancy and confusion across previous majors
 - Group courses logically so students can see areas of depth and focus
 - Provide a BA or BS option for all students and make the distinction more clear
 - Help differentiate major from our specializations
 - Modify capstone requirement to be more "standardized" across major
- Provide additional value to major
 - Continue to improve the course offerings to provide depth and breadth while reducing redundancy
 - Create a stronger common set of core courses across the major
 - Allows students to customize their program in a logical way

- Streamline and reduce resource requirements for major
 - Reduce total number of courses offered by the department (reduced resources)
 - Reduce total number of credits required by the major (streamline)
 - Simplify curriculum to help with flow and provide more options to courses that have a lot of demand
- Make major and department more marketable and understandable inside and outside of MSU

This form focuses on the BS program in Media and Information. The BS program differs from the BA program primarily in that courses outside the major include requirements in other social sciences, as well as higher level math and computer programming requirements, in contrast to the arts and humanities course requirements for the BA program.

Relation to other programs at MSU and other institutions:

There are no other majors at MSU that focus on this area. The College of Arts and Letters has three complementary programs, the Film Studies program in English, the Digital Rhetoric and Professional Writing program in WRAC, and the Electronic Art and Intermedia program in Studio Art. The Film Studies program focuses on film history and criticism rather than the production of film, which is done in a joint specialization in conjunction with our department in the new Fiction Film Specialization. The Digital Rhetoric and Professional Writing program focuses on the act of writing. While they do explore writing in digital environments, such as for the web, their program has a very different focus than ours. Our two programs are complementary and many of our collective students take courses in both of our respective programs. The new Electronic Art and Intermedia program includes a focus on interactive media. However, this is a studio art focus, and not based on the production of commercial and entertainment media or media for educational or training purposes. The disciplinary focus of both programs is quite distinct. However, there are collaborations between the programs that will continue, including in the Design Specialization and the Game Specialization, both of which are open to students in Art and in TISM.

In the college of business, students may specialize in information technology management. However, this is a three college specialization, and we are active participants. Students in either the BA or BS in Media and Information would be able to take the IT Specialization. The IT Specialization does not, however, cover the marketing of media products, or the management of media enterprises or media research, but has a more narrow focus on the management of computer technologies in work settings.

In our own college, this major would complement, but not duplicate majors in journalism, advertising, communication, and public relations. A number of other institutions in Michigan do have media and information related programs; however, since we have been offering this content in our own coursework for more than 40 years, it really does not represent the introduction of a new program.

b. Rationale for offering the program at MSU:

MSU is a national leader in the field of media and information. We have been enabling undergraduates to study these topics as long as, or longer than almost any other institution in the country. We introduced new media design and information technology oriented courses well before many of our peer programs around the country, and enjoy a strong reputation as one of the most innovative programs due our integration of traditional and new media design. Alumni have held positions at the highest levels in the

media and information industries, and have been active in finding internships and jobs for our graduates.

c. Rationale for housing the program in TISM:

This program is replacing and expanding an existing program in the primary administrative unit.

d. The program's education objectives include:

The BA degree in Media and Information uniquely prepares graduates to design high impact media products by focusing on: 1) understanding and harnessing the power of media through interdisciplinary artistic, qualitative, and quantitative methodological approaches and theoretical perspectives, 2) using the design process to inform the creative act and fuel innovation using current and emerging media technologies, 3) using media to address pressing social issues and other meaningful themes, 4) fluency with the tools, practice, and technique used in the creation of current and emerging mediated experiences, and 5) interpretation and critique of media in the context of audiences, users, historical precedents, socio-cultural patterns of use, and ethical implications of technologies. It further provides students with the tools and inspiration needed to analyze, evaluate, critique, and manage the many forms of media products, services and applications that are available today. It provides a solid foundation for anticipating trends in media and communication technologies to help prepare students for a field characterized by rapid and continuous change. The social, technical, economic, and organizational bases of

media and communication technologies are core topics, to prepare students to use media in socially beneficial and economically productive ways.

e. Faculty involved in developing and implementing program:

The program was developed and approved by the full faculty of the Department of Telecommunication, Information Studies, and Media, coordinated by the Director of Undergraduate Studies, Brian Winn. The program will be implemented by the department chair, Professor Charles Steinfield, in conjunction with Brian Winn and the full faculty.

f. Evaluation plan and outcomes assessment

Student outcomes are assessed in their performance in specific courses in the major that address specific competencies, as well as student performance in a required capstone class that requires students to synthesize material across courses in a problem-centered format. We will also evaluate graduating students' portfolio of work based on professionalism, quality of work, and competitiveness in the marketplace. Additionally, we will assess outcomes by carefully monitoring job placement and graduate school attendance rates, the quality of incoming students, alumni response, and student feedback per course, and from an exit survey.

g. Catalog description

The fields of Media and Information examine the design, production, management, and effects of the many forms of mediated communication, as well as the organization, implementation, use, and impacts of systems that carry mediated information, entertainment, services, and personal communications.

Undergraduate Program

In this major students learn both the techniques of media production guided by principles of aesthetics and narrative design, and approaches to media and information management and research guided by social science theories and methods. Among the forms of media addressed through rigorous study of technique, content design, user and audience behavior, principles of marketing and management, and societal impact are film, TV, radio, digital games,

social media, mobile communications, and the many forms of Internet-based communication and information exchange.

The program prepares undergraduates for a wide range of careers in the global media and information industries, including as producers and directors in the entertainment industries, marketing and sales professionals in the communications industries, and communication and information systems managers in all types of organizations. Students are also well prepared for graduate study in media and information related disciplines.

A Bachelor Arts or a Bachelor of Science degree is available, as noted in the degree requirements provided below. In addition to a core program, students in the major must complete one of the following concentrations:

TV, Cinema, and Radio Concentration

This concentration focuses on the TV, Cinema, and Radio industries. Students learn preproduction, production, and post-production techniques and design principles involved in audio, video, and projects. Students also gain experience in producing, directing, and managing media projects for broadcast and non-broadcast distribution.

Interactive and Social Media Concentration

This concentration focuses on the interactive media and information technology industries. Students learn theories of human computer interaction, technological foundations and applications, and the social and organizational impacts of information and communication technologies. Students also gain experience in designing, implementing, and managing interactive media projects, including Web, games, and emergent forms of interactive and social media.

Media Management Concentration

This concentration prepares students to lead tomorrow's broadcasting, cable, telephone, and Internet companies as well as media research agencies. Students learn principles of media management, business strategy, research skills, theory, policy, and the basic economic forces shaping media industries.

In addition, the department offers a number of specializations, including:

- Information Technology *BUS*
- Games Design and Development *TC*
- Information and Communication Technology for Development *TC*
- Design *AAH*
- Fiction Film Production *ENG*
- Documentary Studies *TC*

Requirements for the Bachelor of Science in Media and Information

University Requirements (At least 31 credits)

1. Complete all of the following*:
 - IAH 201-210 (4)
 - IAH 211 or higher (4)
 - ISS 200 level (4)
 - ISS 300 level (4)

*What is the first
requirements?
(w)
courses*

*Each IAH and ISS course emphasizes national diversity (designated "N" at the end of the course title) or international and multicultural diversity (designated "I") or both (designated "D"). Students MUST complete at least one "N" course and one "I" course. A "D" course may meet either an "N" or an "I" requirement, but not both.

2. Complete all of the following:

- ISB 200 level (3)
- ISP 200 level (3)
- ISB or ISP lab (2)
- WRA 110-150 (4)

Write ALL signoff

3. Complete ONE of the following Math requirements:

- MTH 124 Survey of Calculus (3)
- MTH 132 Calculus I (3)

Major Requirements (At least 36 credits)

- Take the following *courses*: (12 credits) *and Communication*
 - TC 101 Understanding Media in the Information Age (3)
 - TC 201 Intro to Media Technology (3)
 - TC 301 Bringing Media to Market (3)
 - TC 401 Media Impacts on Society (3)
- Take at least 3 credits across the following courses: (3 credits+)
 - EC 201 Intro to Microeconomics (3)
 - PHL 130 Logic and Reasoning (3)
 - PSY 101 Intro to Psychology (4) *Psychology*
 - SOC 100 Intro to Sociology (4) *Sociology*
 - ANP 201 Socio-Cultural Diversity (3)
 - PLS 200 Introduction to Political Science (4)
- Take the following set of courses: (6 credits)
 - CSE231 Introduction to Programming (4) *I*
 - CAS 111 The Digital Image (2)

• **Take at least THREE of the following Professional technique/Technology Courses (3 credits)**

CAS 201 Audio and Video in Media Settings I	1
CAS 202 Audio and Video in Media Settings II	1
CAS 203 Design in Media Settings	1
CAS 204 Web Design in Media Settings	1
CAS 205 Photography in Media Settings	1
CAS 206 Graphics and Illustration in Media Settings	1
CAS 207 Animation in Media Settings	1
CAS 208 Interactivity in Media Settings	1

• Take one of the following concentrations

o TV, Cinema, and Radio (12 credits)

☐ Take the following course (3 credits)
TC 341 Film Style Production for Cinema & TV (3)

☐ Take at least TWO of the following courses: (6 credits)
TC 342 Multi-Camera Production for TV (3)
TC 343 Basic Audio Production (3)

Television

- ~~Three-Dimensional~~
 TC 247 ~~3D~~ Modeling (3) ^{Three-Dimensional} and Design
 TC 337 Compositing & Special Effects (3)
 TC 347 ~~3D~~ Computer Animation (3)
~~Three-Dimensional~~ TC 348 Advanced Lighting and Camera Techniques (3)
 TC 351 Producing for Cinema and ~~TV~~ (3) ^{Television}
- Take at least ONE of the following courses or participate in an approved TC specialization: (3 credits) ^{Television}
 * TC 442 Design of Cinema and TV Projects (W) (3)
 * TC 443 Audio Industry Design & Management (W) (3)
 * TC 447 Advanced ~~3D~~ Animation Studio (W) (3) ^{Three-Dimensional Workshop}
- Interactive and Social Media (12 credits)
- Take the following course (3 credits)
 TC 331 Intro to Interactive Media Design (3) ^{duction}
- Take at least TWO of the following courses: (6 credits)
~~Three-Dimensional~~ TC 247 ~~3D~~ Modeling (3) and Design
 TC 346 Web and Mobile Game Design (3)
~~Three-Dimensional~~ TC 347 ~~3D~~ Computer Animation (3)
 TC 349 Client-Side Web Development (3)
 TC 359 Server-Side Web Development (3)
 TC 361 ~~IT~~ Management (3) ^{Information and Communication Technology}
 TC 362 Web Administration (3)
- Take at least ONE of the following courses or participate in an approved TC specialization: (3 credits)
 * TC 450 HCI & User Experience Design (W) (3) ^{Human Computer Interaction}
 * TC 462 Social Computing (W) (3)
 * TC 472 ~~E~~-Commerce (W) (3) ^{Electronic}
- Media Management (12 credits)
- Take the following course: (3 credits)
 TC 300 Media Policy & Economics (3)
- Take at least TWO of the following courses: (6 credits) ^{duction}
 COM300 Methods of Communication Inquiry (4)
 TC 331 Intro to Interactive Media Design (3)
 TC 355 Media Research (3)
 TC 341 Film Style Production for Cinema & TV (3) ^{Television}
 TC 351 Producing for Cinema and TV (3) ^{Television}
 TC 361 ~~IT~~ Management (3) ^{Information and Communication Technology}
- Take at least ONE of the following courses: (3 credits)
 * TC 452 Media Strategy (W) (3)
 * TC 458 Project Management (W) (3)

Required Cognate (12 credits)

The cognate consists of a set of courses to be approved by the advising office upon admission to the major or attainment of junior standing, whichever is earlier. The cognate must be a minimum of 12 credits and include at least 6 credits from the 300-400 level. The courses in the cognate can be selected from: fine arts, social sciences, biological and physical sciences, social sciences, business, or an approved university specialization or minor administered outside of the college. If business is selected, students must select from the following courses: Economics 201 and 202, Accounting 230, General Business and Business Law 323, Finance 320, Management 325, and Marketing 327. A list of appropriate specializations and minors is available from the advising office.

Other Electives

Electives include courses outside the above requirements. Additional credits in department courses can be taken as electives, but not more than 45 total credits in courses in the department. Internships are encouraged and may qualify for course credit (TC 493).

h. Where offered:

MSU East Lansing campus.

i. List name of certificate program

NA

16. Are there admissions requirements for this program?:

Grade or grade-point average requirements and if so in which course(s), portfolio requirement, audition, essay, etc. If there are not admission requirements other than those required by the University policy indicate "none".

Grade or grade-point average requirements and if so in which course(s), portfolio requirement, audition, essay, etc. If there are not admission requirements other than those required by the University policy indicate "none". none

DEPARTMENT LEVEL APPROVAL STATUS

Approved: Department of Telecommunication, Information Studies and Media
10/31/2010 5:04:47 PM by Chip Steinfield for Charles Steinfield, Chairperson

SIGNOFFS STATUS

No Response by: College of Arts and Letters

Signed Off: College of Engineering
11/4/2010 2:48:48 PM by Thomas Wolff for Thomas F. Wolff, Associate Dean

Signed Off: Eli Broad College of Business and The Eli Broad Graduate School of Management
11/10/2010 3:46:04 PM by Michelle McNure for John A. Wagner III, Associate Dean

Signed Off: Department of Anthropology
11/7/2010 11:24:27 AM by Jodie O`Gorman for Jodie A. O`Gorman, Acting Chairperson

No Response by: Department of Art and Art History

Signed Off: Department of Computer Science and Engineering
11/1/2010 9:24:37 AM by Abdol Esfahanian for Matt W. Mutka, Acting Chairperson

Signed Off: Department of Economics
11/9/2010 12:00:15 PM by Margaret Lynch for Carl Davidson, Chairperson

Signed Off: Department of Mathematics
10/31/2010 5:19:01 PM by Pavel Sikorskii for Yang Wang, Chairperson

Signed Off: Department of Philosophy
11/1/2010 11:13:12 AM by Richard Peterson for Richard Peterson, Chairperson

Signed Off: Department of Political Science
11/9/2010 4:45:00 PM by Kelly Fenn for Richard Hula, Chairperson

No Response by: Department of Psychology

Signed Off: Department of Sociology
10/31/2010 5:07:07 PM by Tobias TenEyck for Janet Bokemeier, Chairperson

Signed Off: Department of Writing, Rhetoric and American Cultures
11/6/2010 11:27:45 AM by Kathleen Geissler for Kathleen Geissler, Chairperson

COLLEGE LEVEL APPROVAL STATUS

Approved: College of Communication Arts and Sciences
11/15/2010 7:48:47 AM by Janet Lillie for Janet Lillie, Associate Dean

DEPARTMENT of TELECOMMUNICATION, INFORMATION STUDIES and MEDIA

Charles Steinfield, Chairperson

UNDERGRADUATE PROGRAM

~~The Department of Telecommunication, Information Studies and Media prepares undergraduate students for positions of leadership and responsibility in a variety of media and communication fields including TV, cinema, radio, interactive media, games, web, media management, media research and the management of many other forms of information communication technology.~~

Insert ①

~~There are two undergraduate majors in the Department of Telecommunication, Information Studies and Media: a Bachelor of Arts in Media Arts and Technology, and a Bachelor of Science in Media and Communication Technology. Each major has two concentrations and students must complete one of the two concentrations in their major to obtain the degree. Upon completion of the four required core courses in the major or admission to the major as a junior, students must declare a concentration. The concentrations from which students can choose are:~~

~~**Media Arts and Technology**~~

~~TV, Cinema and Radio
Games, Web and Interactive Media~~

~~**Media and Communication Technology**~~

~~Media Management and Research
Information and Communication Technologies~~

Admission to a Second Bachelor's Degree Program or an Additional Major

Students seeking admission to a second bachelor's degree program or an additional major in the Department of Telecommunication, Information Studies and Media must meet the requirements for admission as a junior to the College of Communication Arts and Sciences.

Insert ②

MEDIA AND COMMUNICATION TECHNOLOGY

We live in a time of unprecedented proliferation of new media of communication, which are built upon innovations in communication technologies that augment human communication in both anticipated and unanticipated ways. New media do not displace those that came before, but as they appear, the landscape of the media and information industries is altered and communication practices at home, in schools, and in the workplace adapt. The major in media and communication technology recognizes that this continuing evolution stresses the ability of individuals and families, communities and organizations, and societies and nations to make socially beneficial and economically productive use of the plethora of current and new media.

The purpose of this major is to train tomorrow's media and communication technology leaders and to prepare them to make informed decisions about how to apply, manage, and evaluate many forms of media products, applications, and services. In addition to the core program, two concentrations are available to media and communication technology majors, both of which are

This program will be put in moratorium and discontinued upon approval of new program.

The field of Media and Information examines the design, production, management, and effects of the many forms of mediated communication, as well as the organization, implementation, use, and impacts of systems that carry mediated information, entertainment, services, and personal communications.

In this major students learn both the techniques of media production guided by principles of aesthetics and narrative design, and approaches to media and information management and research guided by social science theories and methods. Among the forms of media addressed through rigorous study of technique, content design, user and audience behavior, principles of marketing and management, and societal impact are film, TV, radio, digital games, social media, mobile communications, and the many forms of Internet-based communication and information exchange.

The program prepares undergraduates for a wide range of careers in the global media and information industries, including as producers and directors in the entertainment industries, marketing and sales professionals in the communications industries, and communication and information systems managers in all types of organizations. Students are also well prepared for graduate study in media and information related disciplines.

A Bachelor Arts or a Bachelor of Science degree is available, as noted in the degree requirements provided below. In addition to a core program, students in the major must complete one of the following concentrations:

TV, Cinema, and Radio Concentration

This concentration focuses on the TV, Cinema, and Radio industries. Students learn preproduction, production, and post-production techniques and design principles involved in audio, video, and projects. Students also gain experience in producing, directing, and managing media projects for broadcast and non-broadcast distribution.

Interactive and Social Media Concentration

This concentration focuses on the interactive media and information technology industries. Students learn theories of human computer interaction, technological foundations and applications, and the social and organizational impacts of information and communication technologies. Students also gain experience in designing, implementing, and managing interactive media projects, including Web, games, and emergent forms of interactive and social media.

Media Management Concentration

This concentration prepares students to lead tomorrow's broadcasting, cable, telephone, and Internet companies as well as media research agencies. Students learn principles of media management, business strategy, research skills, theory, policy, and the basic economic forces shaping media industries.

In addition, the department offers a number of specializations, including: Documentary Studies, Game Design and Development, and Information and Communication Technology for Development. The department participates in other specializations including; Design, Fiction Film Production, and Information Technology.