

MICHIGAN STATE UNIVERSITY

October 14, 2011

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 Moratorium on Admission to the Bachelor of Arts Degree
in Media Arts and Technology

For Transmittal to the University Committee on Undergraduate Studies
(UCUS)

The request referenced above is being sent to you for action by the University
Committee on Undergraduate Studies (UCUS).

UCUS Response Requested:

Please ask the UCUS 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 UCUS members.

The request is to impose the moratorium effective Spring 2012 through Summer 2016.

The UCUS alone will consider this request and its consultative commentary will be sent
to the Provost for determination.

If you have any questions about this memorandum or the attached materials, please
contact Joy Speas, University Curriculum Administrator, at 5-8420.

Thank you.

Attachments:

1. Request for a Moratorium form dated October 14, 2011; Bachelor of
Arts Degree in Media Arts and Technology and attachments.
2. Student Enrollments by Program; Student Awards by Programs (for the
request referenced above).

s:\share\ucusmedartstechba



University Curriculum and Catalog

176 Administration Bldg.
East Lansing, MI
48824-1046

517-355-8420
Fax: 517-353-1935

View a Program		Main Menu
Joy Speas, RO	Friday, 10/14/2011	
Program Name: Media Arts and Technology Degree: BA Sequence Number: 2	Program Request ID: 2079	
Effective Dates: Spring 2012 - Summer 2016 Status: Interim Initial Action: Moratorium		
Requested Date: 10/13/2011 1:21:20 PM		
<p>1. Department/School/College: 10830 Department of Telecommunication, Information Studies and Media</p> <p>2. Name of Program: Media Arts and Technology</p> <p>3. Name of Degree: BA</p> <p>4. Type of Program: Major</p> <p>5. Effective Start Semester: Spring 2012</p> <p>Reason for Moratorium Request: The Department of Telecommunication, Information Studies and Media has revised its curriculum and this program has been incorporated into the new program in BA in Media and Information. The new program which started fall 2011 consolidates the former MAT BA and MCT BS into one common program in Media and Information.</p> <p>Effective End Term: Summer 2016</p> <p>Students who will be affected by the proposed change(s): All currently admitted students have been given the opportunity to complete their MAT program. Additionally, if they would like they can change into the new Media and Information program which offers the topics that were in MAT in a more comprehensive way.</p> <p>Suggested alternative major and major code for new admits: BA option in Media and Information</p>		
DEPARTMENT LEVEL APPROVAL STATUS		
Approved: Department of Telecommunication, Information Studies and Media 10/14/2011 7:23:38 AM by Chip Steinfield for Charles Steinfield, Chairperson		
COLLEGE LEVEL APPROVAL STATUS		
Approved: College of Communication Arts and Sciences 10/14/2011 7:45:14 AM by Janet Lillie for Janet Lillie, Associate Dean		

Student Enrollments By Program

LVI Program - Description	Span	FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10	Total
---------------------------	------	------	------	------	------	------	------	------	------	------	------	-------

Communication Arts and Sciences - Continued

Journalism - Continued

MNSE - Teaching Minor Sec Endorsement												
TE 1414-Journalism		14	12	13	14	14	13	20	21	20	16	157
Total - Journalism		660	667	721	759	805	844	843	782	750	718	7,549

Telecomm, Info Studies, and Media

ADDU - Additional Major Undergraduate

UN 1461-Media and Communication Tech	FS08-	0	0	0	0	0	0	0	0	1	1	2
UN 1466-Media Arts and Technology	FS08-	0	0	0	0	0	0	0	0	11	10	21
UN 1440-Telecomm, Info Studies & Media	FS04-US08	0	0	0	0	14	21	20	29	15	8	107
UN 1423-Telecommunication	FQ75-US04	17	15	16	18	8	0	0	0	0	0	74
BA - Bachelor of Arts												
UN 1465-Media Arts and Technology	FS08-	0	0	0	0	0	0	0	0	366	573	939
UN 1467-Media Arts and Technology - Second Degree	FS08-	0	0	0	0	0	0	0	0	20	53	73
UN 1439-Telecomm, Info Studies & Media	FS04-US08	0	0	0	0	825	810	786	782	405	127	3,735
UN 1441-Telecomm, Info Studies & Media - Second Degree	FS04-US08	0	0	0	0	39	45	42	34	23	8	191
UN 1420-Telecommunication	FQ75-US04	1,002	1,079	1,078	1,010	365	0	0	0	0	0	4,534
UN 1424-Telecommunication - Second Degree	FQ75-US04	68	76	69	44	16	0	0	0	0	0	273

BS - Bachelor of Science

UN 1460-Media and Communication Tech	FS08-	0	0	0	0	0	0	0	0	159	232	391
UN 1462-Media and Communication Tech - Second Degree	FS08-	0	0	0	0	0	0	0	0	13	18	31

CNCU - Concentration Undergraduate

UN 1469-Games, Web, & Interactive Media	FS08-	0	0	0	0	0	0	0	0	108	190	298
UN 1464-Info and Communication Tech	FS08-	0	0	0	0	0	0	0	0	105	165	270
UN 1463-Media Management and Research	FS08-	0	0	0	0	0	0	0	0	41	50	91
UN 1468-TV, Cinema, and Radio	FS08-	0	0	0	0	0	0	0	0	222	366	588

MA - Master of Arts

GR 1438-Telecomm, Info Studies & Media	FS04-	0	0	0	0	66	60	55	65	75	74	395
GR 1418-Telecommunication	FQ75-US04	98	99	97	96	28	0	0	0	0	0	418
GR 1433-Telecommunication-Urban Std	FS92-SS03	0	1	4	4	3	0	0	0	0	0	12

Fiscal Year (FY) counts are distinct student counts within the Summer, Fall, and Spring terms.
e.g. FY07=distinct student count within Summer 06, Fall 06, and Spring 07.

If a student changed majors within the FY, he/she is counted under both majors.

Student Awards By Program

Lvl Program - Description	Span	FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10	Total
---------------------------	------	------	------	------	------	------	------	------	------	------	------	-------

Communication Arts and Sciences - Continued

Journalism - Continued

MNSE - Teaching Minor Sec Endorsement

TE 1414-Journalism

FQ68-

	95	98	99	115	166	161	150	157	145	167	1,353
--	----	----	----	-----	-----	-----	-----	-----	-----	-----	-------

Total - Journalism

Telecomm, Info Studies, and Media

ADDU - Additional Major Undergraduate

UN 1461-Media and Communication Tech

FS08-

UN 1466-Media Arts and Technology

FS08-

UN 1440-Telecomm, Info Studies & Media

FS04-US08

UN 1423-Telecommunication

FQ75-US04

BA - Bachelor of Arts

UN 1465-Media Arts and Technology

FS08-

UN 1467-Media Arts and Technology - Second Degree

FS08-

UN 1439-Telecomm, Info Studies & Media

FS04-US08

UN 1441-Telecomm, Info Studies & Media - Second Degree

FS04-US08

UN 1420-Telecommunication

FQ75-US04

UN 1424-Telecommunication - Second Degree

FQ75-US04

BS - Bachelor of Science

UN 1460-Media and Communication Tech

FS08-

UN 1462-Media and Communication Tech - Second Degree

FS08-

CNCU - Concentration Undergraduate

UN 1469-Games, Web, & Interactive Media

FS08-

UN 1464-Info and Communication Tech

FS08-

UN 1463-Media Management and Research

FS08-

UN 1468-TV, Cinema, and Radio

FS08-

MA - Master of Arts

GR 1438-Telecomm, Info Studies & Media

FS04-

GR 1418-Telecommunication

FQ75-US04

GR 1433-Telecommunication-Urban Std

FS92-SS03

Fiscal Year (FY) counts are counts of awards conferred during the Summer, Fall, and Spring terms.
e.g. FY07=count of awards conferred during Summer 06, Fall 06, and Spring 07.

Academic Programs

College of Communication Arts and Sciences

Department of Telecommunication, Information Studies and Media

Undergraduate Program

Media Arts and Technology

Media amplify our potential to change the world, extending our influence through time and space. Communication tools offer ever-expanding capabilities to create and deliver compelling experiences to engage individuals, communities, and societies. Media industries continue their explosive growth and evolution as emergent communication technologies permeate every part of modern life. Both economically and in terms of social influence, the media industries are among the largest and strongest industries in the world.

The Bachelor of Arts degree in Media Arts and Technology in the Department of Telecommunication, Information Studies and Media prepares students for jobs in traditional media (television, radio, and cinema) and in newer media (games, web and interactive media). This major prepares students to understand the blending, convergence and hybridization of technologies and disciplines and their release of new and modified media forms and potential. Practitioners must consistently research and revise their practices to adapt and benefit from change in the media landscape.

The Media Arts and Technology degree program uniquely prepares students to design high impact media products by focusing on: (1) understanding and harnessing the power of media through interdisciplinary, qualitative, and quantitative methodological approaches and theoretical perspectives; (2) using the design process to inform the creative production and fuel innovation using current and emerging media technologies; (3) using media to address pressing social issues and other meaningful themes; (4) becoming fluent with the tools, practice, and technique used in the creation of current and emerging mediated experiences; and (5) interpreting and critiquing of media in the context of audiences, users, historical precedents, socio-cultural patterns of use, and ethical implications of technologies.

In addition to the core program, students in the media arts and technology major must complete one of the following concentrations:

TV, Cinema, and Radio Concentration

This concentration focuses on the knowledge, skills, and attitudes necessary to succeed within the TV, Cinema, and Radio industries. Students learn preproduction, production, and post-production techniques and design principles involved in audio and video projects. Students also gain experience in producing, directing, and managing media projects for broadcast and non-broadcast distribution. The concentration will be noted on the student's transcript.

Games, Web, and Interactive Media Concentration

This concentration focuses on the knowledge, skills, and attitudes necessary to succeed within the interactive media industries. Students learn pre-production, production, and post-production techniques and design principles involved in interactive media projects, including games, Web, and emergent forms of interactive media. Students also gain experience in various aspects of managing interactive media projects. The concentration will be noted on the student's transcript.

Requirements for the Bachelor of Arts Degree in Media Arts and Technology

1. The University requirements for bachelor's degrees as described in the Undergraduate

Education section of the catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Media Arts and Technology.

The University's Tier II writing requirement for the Media Arts and Technology major is met by completing any one of the following courses: Telecommunication 442, 443, 445, 446, 447, 449, 450, or 455. Those courses are referenced in item 3. below.

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

3. The following requirements for the major:

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

TC	100	The Information Society	3
TC	110	Understanding Media	3
TC	242	The Digital Image	3
TC	243	Story, Sound and Motion	3

b. One of the following concentrations (13 to 15 credits):

TV, Cinema, and
Radio

1. The following course (3 credits):

TC	340	Introduction to Video and Audio	3
----	-----	---------------------------------	---

2. Three of the following courses. One of the three must be selected from Telecommunication 442, 443, or 447. (10 to 12 credits):

TC	247	Three-Dimensional Design of the Virtual Form	3
TC	341	Film Style Production for Cinema and Television	4
TC	342	Multi Camera Production for Television	4
TC	343	Basic Audio Production	4
TC	347	Three-Dimensional Computer Animation	4
TC	351	Producing for Cinema and Television	3
TC	437	Video Compositing and Special Effects	4
TC	442	Design of Cinema and Television Projects (W)	4
TC	443	Audio Industry Design and Management (W)	4
TC	447	Advanced Three-Dimensional Animation Workshop (W)	4

Games, Web, and Interactive Media

1. The following course (3 credits):

TC	331	Introduction to Interactive Media Design	3
----	-----	--	---

2. Three of the following courses. One of the three must be selected from Telecommunication 445, 446, 447, 449, 450, or 455. (11 or 12 credits):

TC	247	Three-Dimensional Design of the Virtual Form	3
TC	346	Web-based Interactive Media	4
TC	347	Three-Dimensional Computer Animation	4
TC	349	Client Side Web Development	4
TC	437	Video Compositing and Special Effects	4
TC	445	Digital Game Design (W)	4
TC	446	Advanced Interactive Media Workshop (W)	4
TC	447	Advanced Three-Dimensional Animation Workshop (W)	4
TC	449	Server-Side Web Development (W)	4
TC	450	Human Computer Interaction and User Experience Design (W)	4
TC	455	3D Game and Simulation Design (W)	4

- c. Telecommunication electives: additional credits in telecommunication courses as needed to meet the requirement of at least 30, but not more than 52, credits in courses in the major. Not more than 12 credits in Telecommunication independent study and internship courses combined, and not more than 7 credits in either telecommunication independent study or internship courses, may be counted toward the requirements for the Media Arts and Technology major.
- d. The following courses outside the Department of Telecommunication, Information Studies and Media (18 to 30):
1. One of the following courses (0 to 4 credits):

CSE 101 Computing Concepts and Competencies	3
CSE 131 Technical Computing and Problem Solving	3
CSE 231 Introduction to Programming I	4

Students who pass a waiver examination for Computer Science and Engineering 101 will not be required to complete Computer Science and Engineering 101 or 131 or 231.
 2. One of the following courses (3 or 4 credits):

PHL 130 Logic and Reasoning	3
PSY 101 Introductory Psychology	4
SOC 100 Introduction to Sociology	4
 3. One of the following courses (3 or 4 credits):

ADV 205 Principles of Advertising	4
ADV 260 Principles of Public Relations	3
COM 100 Human Communication	3
COM 225 An Introduction to Interpersonal Communication	3
COM 275 Effects of Mass Communication	3
JRN 108 Introduction to Mass Media	3
RET 261 Introduction to Retailing	3
 4. A cognate selected from one of the following: the arts, biological and physical sciences, social sciences, business, or an approved university specialization. A list of appropriate cognates is available from the advising office. 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 and Supply Chain Management 313 and 327. A list of appropriate departments and courses is available from the advising office.
Each cognate must:
 - a. be a minimum of 18 credits
 - b. include three courses at the 300-400 level
 - c. be approved upon admission to the major or attainment of junior standing, whichever is earlier.

Only credits in courses graded on the numerical or Pass–No Grade system may be counted toward the requirements for the Media and Communication Technology major. Media and Communication Technology major students may not enroll in courses required for the major, including courses in other departments, on a Credit–No Credit basis.

Students should meet with their academic advisors concerning the minimum and maximum numbers of elective credits available to them at various stages in their programs.

