

MICHIGAN STATE UNIVERSITY

December 9, 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 New Linked Bachelor of Science Degree in Media and
Information and Master of Arts Degree in Telecommunication,
Information Studies and Media

For Transmittal to the University Committee on Undergraduate Studies

The request referenced above is being sent to the University Committee on Undergraduate Studies in accordance with the *Bylaws for Academic Governance*, 4.4.

Response Requested:

Please ask the committee 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 committee members.

After receiving the committee'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 October 13, 2011: Linked Bachelor of Science Degree in Media and Information and Master of Arts Degree in Telecommunication, Information Studies and Media and attachments.



University Curriculum and Catalog

176 Administration Bldg.
East Lansing, MI
48824-1046

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

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COLLEGE OF COMMUNICATION ARTS AND SCIENCES

1. Request to establish a Linked **Bachelor of Science Degree in Media and Information** and **Master of Arts Degree in Telecommunication, Information Studies and Media** in the Department of Telecommunication, Information Studies and Media. The University Committee on Undergraduate Studies will consider this request. The University Committee on Graduate Studies will consider this request at its January 9, 2012 meeting.

Per University policy:

A candidate for a Linked Bachelor's-Master's Degree from Michigan State University may request the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, are applied toward the credit requirement of the master's degree. Credits applied to the Linked Bachelor's-Master's Program are not eligible to be applied to any other graduate degree program.

- a. Add the following statement to the Department of Telecommunication, Information Studies and Media:

LINKED BACHELOR'S-MASTER'S DEGREE IN TELECOMMUNICATION, INFORMATION STUDIES AND MEDIA

Bachelor of Science Degree in Media and Information

Master of Arts Degree in Telecommunication, Information Studies and Media

The department welcomes applications from Michigan State University undergraduates majoring in Media and Information with at least 86 credits. Admission applications must be made prior to the final semester as a Media and Information undergraduate. Admission to the program requires a minimum undergraduate grade-point average of 3.50, a statement of goals for the master's degree, Graduate Record Examination scores, at least two letters of recommendation from faculty in the Department of Telecommunication, Information Studies and Media, and an approved program of study for the master's degree at the time of admission. To enter the Human Computer Interaction concentration in the master's program, applicants must have already completed CAS 204, TC 331, 349, and 359 obtaining a grade of at least 3.0 in each of these courses. To enter the Media and Information Management concentration in the master's program, applicants must have already completed TC 300, 355, 361, and 452. The number of Media and Information majors admitted into the linked degree program will be limited by availability. Admission to the Linked Bachelor's-Master's Program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, are applied toward the credit requirement of the master's degree. No 400-level courses with a grade lower than 3.0 will count toward the master's degree. Credit obtained from 400-level pass-fail courses and internships will not count toward the degree. Credits applied to the Linked Bachelor's-Master's Program are not eligible to be applied to any other graduate degree program.

Effective Fall 2012.

View a Program		Main Menu
Joy Speas, RO	Friday, 10/14/2011	
Program Name: Media and Information/Telecommunication, Information Studies and Media Linked Degree: LINKBSMA Sequence Number: 1	Program Request ID: 2062	
Effective Dates: Fall 2011 - Open Status: Interim Initial Action: New		
Requested Date: 9/19/2011 9:40:07 AM		
<p>1. Department/School/College: 10830 Department of Telecommunication, Information Studies and Media</p> <p>2. Name of Program: Media and Information/Telecommunication, Information Studies and Media Linked</p> <p>3. Name of Degree: LINKBSMA</p> <p>4. Type of Program:</p> <p>5. Effective Start Semester: Fall 2011</p> <p>6. Target student audience for the program: Media and Information BS undergraduates with a high graduate potential</p> <p>7. Enrollment: What is the expected enrollment per year: 10 What is the minimum enrollment acceptable: 2</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 Faculty Senate. 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>		

NA

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: NA

13. Will additional space be required:

Type:

Approximate amount: NA

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:

INSERT THE FOLLOWING IN ACADEMIC PROGRAMS

Linked Bachelor's Master's Program

Bachelor of Science Degree in Media and Information

Master of Arts Degree in Telecommunication, Information Studies, and Media

The department welcomes applications from Michigan State University undergraduates majoring in Media and Information with at least 86 credits. Admission applications must be made prior to the final semester as a Media and Information undergraduate. Admission to the program requires a minimum undergraduate grade-point average of 3.50, a statement of goals for the master's degree, Graduate Record Examination scores, at least two letters of recommendation from faculty in the Department of Telecommunication, Information Studies, and Media, and an approved program of study for the master's degree at the time of admission. To enter the Human Computer Interaction Concentration, applicants must have already completed CAS 204, TC331, 349, and 359 obtaining a grade of at least 3.0 in each of these courses. To enter the Media and Information Management Concentration, applicants must have already completed TC300, 355, 361, and 452. The number of Media and Information majors admitted into the linked degree program will be limited by availability. Admission to the Linked Bachelor's-Master's Program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, are applied toward the credit requirement of the master's degree. No 400-level courses with a grade lower than 3.0 will count toward the master's degree. Credit obtained from 400-level pass-fail courses and internships will not count toward the degree. Credits applied to the Linked Bachelor's-Master's Program are not eligible to be applied to any other graduate degree program.

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".

3.5 Undergraduate Grade Point Average

DEPARTMENT LEVEL APPROVAL STATUS

Approved: Department of Telecommunication, Information Studies and Media
10/13/2011 12:04:38 PM by Rachel Iseler for Charles Steinfield, Chairperson

COLLEGE LEVEL APPROVAL STATUS

Approved: College of Communication Arts and Sciences
10/13/2011 12:06:43 PM by Steve Lacy for Pamela Whitten, Assistant Dean

DEPARTMENT of TELECOMMUNICATION, INFORMATION STUDIES and MEDIA

Charles Steinfield, Chairperson

UNDERGRADUATE 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 of 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.

**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.

MEDIA AND INFORMATION

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 Arts 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 Arts 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 Arts 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):		
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

- 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):
 - 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
- e. 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
- 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
- 2. Two of the following courses (6 credits):
 - TC 247 Three-Dimensional Modeling and Design 3
 - 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
- 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

- f. 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.
- g. 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).

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
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
2. Two of the following courses (6 credits):
 - TC 247 Three-Dimensional Modeling and Design 3
 - 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
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

- f. 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.

g. 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).

MEDIA AND COMMUNICATION TECHNOLOGY

*Moratorium Request
Pending*

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 built upon a fundamental understanding of communication principles as they apply to current and new media, the communication technologies that make current and new services possible, historical development of current and new media, and political and economic forces that shape this development. Students will be required to complete one concentration.

Media Management and Research Concentration

This concentration prepares students for the challenge of evaluating how people use current and new media, how current and new media interact in the media marketplace, and the implications of these issues for media companies and societies. Students learn principles of media management, media business strategy, media research skills, media theory, media policy, and the basic economic forces shaping media industries. Students who select this concentration will be prepared to help tomorrow's broadcasting, cable, telephone, and Internet companies as well as media research agencies make informed decisions about the opportunities being generated by current and new media. The concentration will be noted on the student's transcript.

Information and Communication Technologies Concentration

This concentration prepares students to implement and manage new information and communication technologies for use in organizations and communities. It emphasizes hands-on and practical application of web and Internet-based information and communication systems, group communication systems, wireless and other personal communication technologies, e-commerce technologies and other emerging forms of information and communication technologies. Students learn theories of human computer interaction, technological foundations and applications, project management principles, and the social and organizational impact of information and communication technologies. Students who select this concentration will help tomorrow's organizations improve the way their employees communicate with near and distant co-workers, market their products to customers, and work with suppliers and other stakeholders using the web as well as voice and video applications. The concentration will be noted on the student's transcript.

Requirements for the Bachelor of Science Degree in Media and Communication 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 Science degree in Media and Communication Technology. The University's Tier II writing requirement for the Media and Communication Technology major is met by completing any one of the following courses: Telecommunication 449, 450, 452, 458, 462A, 462B, 462C, 464, 465, 476, or 477. 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	100 The Information Society	3
TC	110 Understanding Media	3
TC	201 Introduction to Media and Communication Technology	3
TC	210 Media and Communication Policy	3
b. One of the following concentrations (15 to 21 credits):		
Media Management and Research		
1. The following courses (9 credits):		
TC	300 Economics of Media	3
TC	356 Marketing Media Content and Services	3
TC	376 Media Research	3
2. Three of the following courses. One of the three must be selected from Telecommunication 452, 458, 476, or 477. (10 to 12 credits):		
TC	339 Digital Games and Society	3
TC	340 Introduction to Video and Audio	3
TC	375 Social Impacts of New Media	3
TC	381 Media Consumer Behavior	3
TC	452 Media Strategy (W)	4
TC	458 Project Management (W)	3
TC	476 Advanced Media Research (W)	4
TC	477 Global Media (W)	4
Information and Communication Technologies		
1. The following courses (6 credits):		
TC	331 Introduction to Interactive Media Design	3
TC	361 Information and Communication Technology Management	3
2. Three of the following courses. One of the three must be selected from Telecommunication 449, 450, 458, 462A, 462B, 462C, or 465. (9 to 12 credits):		
TC	349 Client-Side Web Development	4
TC	362 Web Administration	3
TC	365 Introduction to Network Management	3
TC	449 Server-Side Web Development	4
TC	450 Human Computer Interaction and User Experience Design (W)	4
TC	458 Project Management (W)	4
TC	462A Wireless Networks and Applications (W)	4
TC	462B Social Computing (W)	3
TC	463C Electronic Commerce (W)	3
TC	464 Network Security	3
TC	465 Advanced Network Management (W)	3
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 and Communication 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):		
EC	201 Introduction to Microeconomics	3
PSY	101 Introductory Psychology	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.

MEDIA ARTS AND TECHNOLOGY

*Moratorium Request
Pending*

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:

	CREDITS
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.

SPECIALIZATION IN DOCUMENTARY STUDIES

The Specialization in Documentary Studies introduces undergraduates to the history, theory, and production of documentary forms and modes of expression. Documentary studies focuses on issues of media, representation, and reality. It engages directly with the fundamental understanding of how the world is presented, represented, distorted, structured, and shaped. Interpretation and representation of reality constitutes a central axis of inquiry and debate. By integrating production and analysis, students in this specialization produce theoretically informed work and develop a cutting-edge understanding of the challenges inherent in representing reality.

The Specialization in Documentary Studies is jointly administered by the Department of Telecommunication, Information Studies and Media within the College of Communication Arts and Sciences and the College of Arts and Letters. The Department of Telecommunication, Information Studies and Media is the primary administrative unit. The specialization is available as an elective to students who are enrolled in bachelor's degree programs at Michigan State University. Students in the Department of English; the School of Journalism; the Department of Telecommunication, Information Studies and Media; and the Department of Writing, Rhetoric, and American Cultures may find this specialization of particular interest.

Students who are interested in the specialization are eligible to apply if they are in good academic standing. Students will apply for the specialization in the spring of their sophomore year by submitting an application available in the advising offices of the Department of Telecommunication, Information Studies and Media and the College of Arts and Letters. Applications will be reviewed prior to annual enrollment.

With the approval of the department that administers the student's degree program, courses that are used to satisfy the requirements for the specialization may also be used to satisfy the requirements for the bachelor's degree. The student's program of study must be approved by the student's academic advisor for the specialization.

Requirements for the Specialization in Documentary Studies

The student must complete at least 14 credits from the following:

	CREDITS
1. The following course (3 credits): TC 233 Documentary Technologies and Problems of Reality-Based Arts	3
2. One of the following courses (3 or 4 credits):	

ENG 230	Introduction to Film	4
ENG 330	Classical Film and Media Theory	3
ENG 331	Contemporary Film and Media Theory	3
ENG 332	Historical Approaches to Film	3
ENG 333	Studies in Film Genres (D)	3
JRN 445	Images and Messages	3
JRN 472	Special Topics Laboratory in Environmental Reporting	3
3. Complete 5 to 7 credits from one of the following areas:		
Audio		
TC 343	Basic Audio Production	3
TC 443	Audio Industry Design and Management (W)	3
Broadcast News		
JRN 306	Introduction to Radio and TV News	3
JRN 403	TV News	3
Digital Video		
One of the following, either (1) or (2):		
(1) CAS 201	Audio and Video in Media Settings I	1
CAS 202	Audio and Video in Media Settings II	1
TC 341	Film Style Production for Cinema and Television	3
(2) TC 391	Special Topics	6
Telecommunication 391 must contain content specific to documentary studies to meet this requirement. Students should contact the advisor for the specialization.		
Feature Writing		
JRN 300	Writing and Reporting News (W)	3
JRN 432	Feature Writing and Long-Form Storytelling	3
Multimedia		
WRA 210	Introduction to Web Authoring	3
WRA 417	Multimedia Writing	4
Photography		
One of the following, either (1) or (2):		
(1) JRN 310	Photojournalism	3
JRN 410	Photojournalism and Documentary Photography	3
(2) JRN 483	Photo Communication in Europe	6
Web		
Two of the following courses:		
TC 331	Introduction to Interactive Media Design	3
TC 349	Client-Side Web Development	3
WRA 210	Introduction to Web Authoring	3
Writing		
ENG 223	Introduction to Creative Non-Fiction Writing	3
ENG 423	Advanced Creative Non-Fiction Writing	3
4. The following capstone course (3 credits):		
TC 411	Collaborative Documentary Design and Production	3

Upon completion of the requirements for the Specialization in Documentary Studies, the student should contact the Chairperson of the Department of Telecommunication, Information Studies and Media to request certification for the completion of the specialization. After the certification is approved by the Chairperson of the Department of Telecommunication, Information Studies and Media and the Dean of the College of Communication Arts and Sciences, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

SPECIALIZATION IN GAME DESIGN AND DEVELOPMENT

The Specialization in Game Design and Development complements the depth of knowledge students acquire in their majors with a multidisciplinary understanding of game design and development. Students learn the foundations and develop core competencies in their primary area of study and broaden their horizons as interdisciplinary team members, learning game design theories and principles, collaborating on the design and development of game projects, and engaging in active learning and authentic, situated creative problem-solving.

The specialization, which is administered by the Department of Telecommunication, Information Studies and Media, is available as an elective to students who are enrolled in the Bachelor of Science Degree in Computer Science, the Bachelor of Arts or Bachelor of Fine Arts Degree in Studio Art, or the Bachelor of Arts Degree in Media Arts and Technology at Michigan State University.

Students from the above named majors are eligible to apply for the specialization if they: (1) have completed or are currently enrolled in the prerequisites applicable to their major as listed below; and (2) are of junior standing.

To apply, students must submit an application stating their interest in the specialization and a portfolio demonstrating their expertise in media design, computer science, or art. Applications are due by the second week of the fall semester. Depending on the number of students applying, oral interviews may be requested. Academic performance will also be considered.

Students accepted into the specialization may begin the specialization in the spring semester. The advisor for the game design and development specialization must approve the student's program of study.

Prerequisites

<i>Computer Science Majors</i>			
CSE	231	Introduction to Programming I	4
CSE	232	Introduction to Programming II	4
CSE	331	Algorithms and Data Structures	3
<i>Studio Art Majors</i>			
STA	110	Drawing I	3
STA	111	Drawing II	3
STA	360	Graphic Design I: Graphic Form	3
<i>Media Arts and Technology Majors</i>			
CAS	111	The Digital Image	2
CAS	112	Story, Sound, and Motion	2
TC	247	Three-Dimensional Modeling and Design	3
TC	331	Introduction to Interactive Media Design	3

Requirements for the Specialization in Game Design and Development

Complete all of the following courses (12 credits):

			CREDITS
TC	445	Game Design and Development I	3
TC	455	Game Design and Development II	3
TC	497	Game Design Studio	3
TC	498	Collaborative Game Design (W)	3

Upon completion of the requirements for the degree and the requirements for the Specialization in Game Design and Development, the student shall contact the Chairperson of the department that administers the student's degree program and request certification for the completion of the specialization. After the certification is approved by the Chairperson of the Department and the Dean of the Communication Arts and Sciences, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

SPECIALIZATION IN INFORMATION AND COMMUNICATION TECHNOLOGY FOR DEVELOPMENT

The Specialization in Information and Communication Technology for Development focuses on the role of information and communication technology in fostering economic, social, and environmental change in developing countries. Students will gain a theoretical and practical background in the challenges and opportunities for deploying information and communication technology infrastructure. The program culminates in a field-based experience during which students implement an innovative project in a developing country as part of a study abroad program or execute a project in an underprivileged rural or urban region of the United States.

The Specialization in Information and Communication Technology for Development is administered by the Department of Telecommunication, Information Studies and Media and is available as an elective to students who are enrolled in bachelor's degree programs at Michigan State University from the College of Communication Arts and Sciences, and from the College of Engineering. Preference will be given to students in the College of Communication Arts and Sciences and in the College of Engineering. As space permits, students from other colleges desiring the specialization will be considered on an individual basis.

The specialization is open to sophomores, juniors, or seniors in good academic standing.

Students who are interested in the specialization must submit an application essay describing their interest in the specialization and any applicable prior course work or work experience. Applications must be submitted by the second week of the fall or spring semester. Students accepted into the program may begin in either the following fall or spring semester.

With the approval of the department or school and college that administers the student's degree program, courses that are used to satisfy the requirements for the specialization may also be used to satisfy the requirements for the bachelor's degree. The student's program of study must be approved by the student's academic advisor for the specialization.

Requirements for the Specialization in Information and Communication Technology for Development

Students must complete a minimum of 15 credits selected from the following:

	CREDITS
1. Two of the following courses (6 credits):	
CSE 422 Computer Networks	3
CSE 425 Introduction to Computer Security	3
CSE 429 Interdisciplinary Topics in CyberSecurity	3
CSE 471 Media Processing and Multimedia Computing	3
ECE 404 Radio Frequency Electronic Circuits	4
ECE 442 Introduction to Communication Networks	3
ECE 457 Communication Systems	3
ECE 458 Communication Systems Laboratory	1
TC 201 Introduction to Media and Communication Technology ..	3
TC 359 Server-Side Web Development	3
TC 361 Information and Communication Technology Management	3
TC 349 Client-Side Web Development	3
TC 362 Web Administration	3
TC 462 Social Computing (W)	3
TC 472 Electronic Commerce (W)	3

Students may not select both Computer Science and Engineering 422 and Electrical and Computer Engineering 442 as these are equivalent courses.

2. One of the following courses (3 or 4 credits):	
ANP 322 Peasants and Social Change in the Developing World ..	3
ANP 414 Anthropology of South Asia	3
COM 391 Topics in Verbal, Intercultural, or Gender Communication	4
COM 399 Special Topics in Communication	3
EC 310 Economics of Developing Countries	3
EC 412 Economic Analysis of Latin America	3
EC 413 Economic Analysis of Asia	3
EC 414 Economic Analysis of Sub-Saharan Africa	3
GEO 335 Geography of Latin America	3
GEO 337 Geography of Asia-Pacific (I)	3
GEO 338 Geography of Africa	3
ISS 315 Global Diversity and Interdependence (I)	4
ISS 330A Africa: Social Science Perspectives (I)	4
ISS 330B Asia: Social Science Perspectives (I)	4
ISS 330C Latin America: Social Science Perspectives (I)	4
MC 320 Politics, Society, and Economy in the Third World	4
SOC 362 Developing Societies	3

Students selecting Communication 391 or 399 to fulfill this requirement must enroll in a section on intercultural or international communication.

3. The following course (3 credits):	
TC 480 Information and Communication Technologies for Development	3
4. The following course (3 credits):	
TC 488 Information and Communication Technology Global Corps	3

Students should meet with the advisor for the specialization to determine which of the region-specific sections will most effectively prepare them for field work.

Upon completion of the requirements of the Specialization in Information and Communication Technology for Development, the student should contact the advisor for the specialization and request certification for the specialization. After the certification is approved by the Dean of the College, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

Insert ①

GRADUATE STUDY

The Department of Telecommunication, Information Studies and Media offers graduate work leading to the Master of Arts degree and participates in the doctoral program in Media and Information Studies.

LINKED BACHELOR'S-MASTER'S DEGREE IN TELECOMMUNICATION, INFORMATION STUDIES AND MEDIA***Bachelor of Science Degree in Media and Information******Master of Arts Degree in Telecommunication, Information Studies and Media***

The department welcomes applications from Michigan State University undergraduates majoring in Media and Information with at least 86 credits. Admission applications must be made prior to the final semester as a Media and Information undergraduate. Admission to the program requires a minimum undergraduate grade-point average of 3.50, a statement of goals for the master's degree, Graduate Record Examination scores, at least two letters of recommendation from faculty in the Department of Telecommunication, Information Studies and Media, and an approved program of study for the master's degree at the time of admission. To enter the Human Computer Interaction concentration in the master's program, applicants must have already completed CAS 204, TC 331, 349, and 359 obtaining a grade of at least 3.0 in each of these courses. To enter the Media and Information Management concentration in the master's program, applicants must have already completed TC 300, 355, 361, and 452. The number of Media and Information majors admitted into the linked degree program will be limited by availability. Admission to the Linked Bachelor's-Master's Program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, are applied toward the credit requirement of the master's degree. No 400-level courses with a grade lower than 3.0 will count toward the master's degree. Credit obtained from 400-level pass-fail courses and internships will not count toward the degree. Credits applied to the Linked Bachelor's-Master's Program are not eligible to be applied to any other graduate degree program.

Academic standards for admission and retention; degree requirements; and residence, transfer credit, and time limit requirements are in accordance with the regulations of the university and the college.

Students who are enrolled in master's or doctoral degree programs in the Department of Telecommunication, Information Studies and Media may elect an Interdepartmental Specialization in Cognitive Science. For additional information, refer to the statement on *Interdepartmental Graduate Specializations in Cognitive Science* in the *College of Social Science* section of this catalog. For additional information, contact the Department of Telecommunication, Information Studies and Media.