

MICHIGAN STATE UNIVERSITY

December 8, 2014

MEMORANDUM

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

FROM: Dr. John Gaboury, Associate Provost for Academic Services

RE: Request to Phase Out and Discontinue the Bachelor of Arts Degree
in Media Arts and Technology

For Transmittal to the University Committee on Undergraduate
Education (UCUE)

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

UCUE Response Requested:

Please ask the UCUE 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 UCUE members.

After receiving UCUE's consultative response, the Provost will make a determination to discontinue or not to discontinue this program. If the Provost determines that the program will be discontinued, the request will be forwarded to the University Committee on Curriculum for deletion 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 Discontinue an Academic Program form dated March 26, 2014: 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).

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University Curriculum and Catalog

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COLLEGE OF COMMUNICATION ARTS AND SCIENCES

1. Request to delete the curriculum and degree requirements for the **Bachelor of Arts** degree in **Media Arts and Technology** in the Department of Telecommunication, Information Studies and Media. The University Committee on Undergraduate Education (UCUE) will provide consultative commentary to the Provost after considering this request. The Provost will make a determination after considering the consultative commentary from the University Committee on Undergraduate Education.

No new students are to be admitted to the program effective Spring 2012. No students are to be readmitted to the program effective Spring 2012. Effective Fall 2016, coding for the program will be discontinued and the program will no longer be available in the Department of Telecommunication, Information Studies and Media. Students who have not met the requirements for the Bachelor of Arts degree in Media Arts and Technology through the Department of Telecommunication, Information Studies and Media prior to Fall 2016 will have to change their major.

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.

*Moratorium in place since SS12 -
new majors already in place*

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.~~

**Enrollments and Awards By Program
Communication Arts and Sciences**

Program - Description	Span		FY05	FY06	FY07	FY08	FY09	FY10	FY11	FY12	FY13	FY14	Total	10 yr Diff.
→ 1465 - Media Arts and Technology	FS08-FS11	Enrollments	0	0	0	0	366	573	725	436	216	60	2,376	60
		Awards	0	0	0	0	0	32	136	125	135	44	472	44
		%	0%	0%	0%	0%	0%	6%	19%	29%	63%	73%	20%	73%
1467 - Media Arts and Technology - Second Degree	FS08-FS11	Enrollments	0	0	0	0	20	53	65	48	23	9	218	9
		Awards	0	0	0	0	0	4	7	15	9	7	42	7
		%	0%	0%	0%	0%	0%	8%	11%	31%	39%	78%	19%	78%
1439 - Telecomm, Info Studies & Media	FS04-US08	Enrollments	825	810	786	781	405	127	25	2	0	0	3,761	-825
		Awards	184	212	183	186	182	94	20	2	0	0	1,063	-184
		%	22%	26%	23%	24%	45%	74%	80%	100%	0%	0%	28%	-22%
1441 - Telecomm, Info Studies & Media - Second Degree	FS04-US08	Enrollments	39	45	42	35	24	9	1	1	0	0	196	-39
		Awards	6	13	8	10	7	7	0	1	0	0	52	-6
		%	15%	29%	19%	29%	29%	78%	0%	100%	0%	0%	27%	-15%
1420 - Telecommunication	FQ75-US04	Enrollments	365	0	0	0	0	0	0	0	0	0	365	-365
		Awards	64	0	0	0	0	0	0	0	0	0	64	-64
		%	18%	0%	0%	0%	0%	0%	0%	0%	0%	0%	18%	-18%
1424 - Telecommunication - Second Degree	FQ75-US04	Enrollments	16	0	0	0	0	0	0	0	0	0	16	-16
		Awards	1	0	0	0	0	0	0	0	0	0	1	-1
		%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%	-6%
BS - Bachelor of Science														
1460 - Media and Communication Tech	FS08-FS11	Enrollments	0	0	0	0	159	232	245	146	70	16	868	16
		Awards	0	0	0	0	3	32	62	56	52	11	216	11
		%	0%	0%	0%	0%	2%	14%	25%	38%	74%	69%	25%	69%
1462 - Media and Communication Tech - Second Degree	FS08-FS11	Enrollments	0	0	0	0	13	18	20	9	5	1	66	1
		Awards	0	0	0	0	1	3	2	4	4	0	14	0
		%	0%	0%	0%	0%	8%	17%	10%	44%	80%	0%	21%	0%

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.

6/9/2014

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View a Program		Main Menu
Joy Speas, RO	Monday, 12/8/2014	
Program Name: Media Arts and Technology Degree: BA Sequence Number: 3	Program Request ID: 2666	
Effective Dates: Fall 2016 Status: Interim Initial Action: Deleted		
Requested Date: 3/26/2014 5:14:48 PM		
<p>1. Department/School/College: 10830 Department of Media and Information</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: Fall 2016</p> <p>Effective End date: Fall 2016</p> <p>Will the proposed change(s) have a negative impact on students? If so, which ones?: The original request for the moratorium occurred because the Department of Telecommunication, Information Studies and Media was developing a revised curriculum based on new technologies and industry trends. Students were continually informed about the changes and those students with 56 credits or more were given the opportunity to either pursue the old curriculum or the new curriculum. The majority of these students have already complete their program and by summer 2016, all of the students will have been given ample opportunity to complete their degree.</p> <p>Describe impact and explain what accommodations will be made: A moratorium was placed on the curriculum that was being phased out. CAS advisors worked with each student to communicate degree requirements. By summer 2016, all students will have had the opportunity to complete their degree.</p> <p>Reason(s) for change(s): New curriculum has been in place for a few years and has replaced the old curriculum.</p>		
DEPARTMENT LEVEL APPROVAL STATUS		
Approved: Department of Media and Information 3/26/2014 5:15:06 PM by Janet Lillie for Johannes Bauer, Chairperson		
COLLEGE LEVEL APPROVAL STATUS		
Approved: College of Communication Arts and Sciences 3/26/2014 5:15:26 PM by Janet Lillie for Janet Lillie, Associate Dean		