

**Proposal for a New/Revised  
Major, Minor, Emphasis, Certificate**

**INSTRUCTIONS:**

- Prepare your proposal according to the following outline. (Hand written forms will not be accepted.)
  - Attach the new/current catalog copy with all affected changes clearly noted. List all courses and requirements, indicate new courses, deleted courses and/or course changes.  
*Note: A form must be submitted for each change.*
  - Submit the signed proposal to the Office of Academic Affairs. All forms must be completed in full with appropriate signatures to be added to the agenda. You will be contacted by the Curriculum Committee Coordinator with a date and time to present the proposal.
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I. Identification of Department(s)/Program(s): Interactive Digital Media

II. Is this a New or Revised Proposal?  New  Revised

Type of proposal:  Major  Minor  Emphasis  Certificate

Title of Proposal: Revisions to the Interactive Digital Media Certificate

III. Rationale for the proposal:

a. What research/evidence supports the need for the proposal?

**The Interactive Digital Media Certificate curriculum needs to be modified to provide students in other majors with the most essential interactive media skills to give them a leg up in their professional pursuits.**

b. How will it support departmental philosophy/mission and existing curriculum? How will it support the philosophy/mission and existing curriculum of your School/College and the University?

**The primary mission of the School of Communications at Webster University is to: "educate and prepare its students to excel as skilled professionals in a global field of communications." Proposed changes to the Certificate Program require students to take a course that uses the Adobe Flash program extensively (INTM3300) and another course that teaches HTML and CSS (INTM3100). These technologies are the essential building blocks of interactive digital media. Requiring students to take these courses instead of a niche course such as Online Publications will better prepare students to excel as skilled professionals.**

c. List the learning objectives/outcomes:

- **The ability to read, author and critique mediated messages across all areas of mediated communications;**
- **Skills in improving the interactivity of traditional mediated messages;**
- **Technical proficiency in interactive media skills;**

- **Portfolio material showing proficiency in combining media and utilizing interactive techniques.**
- d. How will these outcomes be assessed?
- **Technical skills will be assessed via hands-on projects and exams.**
  - **Design skills will be assessed via project work.**
  - **Critical thinking skills will be assessed via presentations, writing assignments and class participation.**
- e. Why is this being proposed?

**The Interactive Digital Media Certificate curriculum needs to be changed because INTM3870 Online Publications, a course that was required for the certificate, was deleted.**

- f. Will this proposal have an impact on other Webster departments, schools/colleges or campuses (including overseas)?  **Yes**  **No**. If yes, please provide a brief explanation.  
**The Geneva campus also offers the Interactive Digital Media certificate. They will no longer have to offer INTM3870, the Online Publications course. Since they were already offering INTM3100 and INTM3300 (giving students a choice to take one or the other), they will not have to offer any other new courses.**
- g. What Campus(es) will offer this?  
**St. Louis, Missouri (Webster Groves), Geneva, Switzerland**
- h. Does this proposal require a new course?  **Yes**  **No**. If yes, what course(s)?
- i. Does this proposal require a new prefix?  **Yes**  **No**. If yes, what prefix? \_\_\_\_\_

*Note: A New Course Proposal Form and/or Course Change Form must be submitted with this proposal for any course(s) affected by this change (including those that are converting to the new prefix.)*

#### IV. Staffing Information:



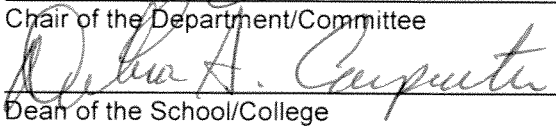

- a. What additions or changes in staffing are necessary for this proposal?  
**There will be no significant changes to staffing. Adjunct faculty will be hired to teach certain course on an as-needed basis.**
- b. How will this be coordinated?  
**The certificate program will be coordinated by one full-time faculty member based at the Webster Groves campus.**
- c. Who will coordinate this program? (name, title and department)  
**Julia Griffey, Assistant Professor in Interactive Digital Media**

#### V. Feasibility information:

- a. What are the resources necessary for this proposal? (space, equipment, etc)  
**No new resources will be needed. New software may be required by new courses.**
- b. What are the projections for enrollment and growth for this upon implementation?  
**We expect gradual growth of the Certificate program. If there is and interest and facilities permit, it may be offered at other Webster University Campuses.**

**VI. Endorsements & Approvals:**

Please have the Chair of the Department/Committee, Dean of each School/College and other programs that may be affected by this proposal, review prior to submission to the Office of Academic Affairs.

 _____	<u>11/12/09</u>
Petitioner	Date
 _____	<u>11/12/09</u>
Chair of the Department/Committee	Date
 _____	<u>11/17/09</u>
Dean of the School/College	Date
 _____	<u>12-7-09</u>
Chair of the Curriculum Committee	Date

**Distribution:**

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Chair, Department

Chair, Committee  
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