

**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 Degree Program

III. Rationale for the proposal:

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

In 2007, the Interactive Digital Media program split with the Animation program forming two different degree programs. Since the split, the Interactive Digital Media program has been establishing its identity apart from animation.

After researching interactive digital media programs at other universities and adjacent programs within Webster University and speaking with many students enrolled in the program, it was clear that a stronger design and programming component needed to be added to the Interactive Digital Media curriculum.

A stronger design and programming component in conjunction with the fundamental communications courses will result in a unique, rigorous and practical degree.

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." To excel as a skilled professional, one must first possess the skills and experience needed to do a job. The proposed changes to the curriculum include adding courses that will enhance students' design and programming skills. These are two crucial skills that are sought by employers. The proposed courses include several hands-on

projects designed to give students real-life experiences and allow them to develop these highly sought-after skills.

- 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 producing interactive media;
 - Portfolio material showing proficiency in combining media and utilizing interactive techniques.
 - A visual and verbal vocabulary that allows students to articulate how and why an interactive application is or is not successful.
- 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?

Students were not being challenged by the curriculum and were experiencing redundancy in content among courses.

- 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 Public Relations program has been contacted to let them know INTM 3870 Online Publications, will be deleted. Gary Ford, who coordinates the PR Program, is aware and proper substitutions have been discussed until Gary updates the PR Program. Other areas, such as Film Studies, were consulted prior to removing their courses from the Required Courses list. The Art Department allowed us to add ART 1210 Design 2D to our list of required courses.**
- g. What Campus(es) will offer this?
St. Louis – Webster Groves
- h. Does this proposal require a new course? Yes No. If yes, what course(s)?
INTM 3200 – Interface Design, INTM 4300 – Programming for Interactive Media II, and INTM 4100 Programming for Web Communications II.
- 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 program will be coordinated by one full-time faculty member.



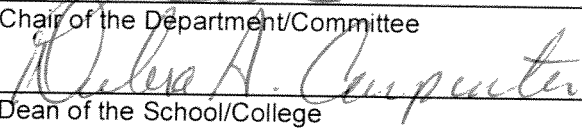
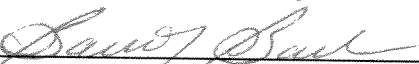
- c. Who will coordinate this program? (name, title and department)
Julia Griffey, Assistant Professor in Interactive Digital Media and Program Facilitator for INTM.

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 program. Growth will be dependent more on marketing and outreach efforts as opposed to the proposed changes, alone. Any major growth will occur a few years after the new curriculum has been implemented.

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>11-11-09</u>
Petitioner	Date
	<u>11-11-09</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:

Academic Affairs	Dean, School/College	Chair, Committee
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