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## MEMORANDUM

**To:** Donna E. Shalala, President

**From:** Richard L. Williamson  
Chair, Faculty Senate

A handwritten signature in blue ink, appearing to read 'Richard L. Williamson'.

**Date:** February 3, 2014

**Subject:** Faculty Senate Legislation #2013-23(B) – Establish the Minor in Interactive Media in the School of Communication, Department of Cinema and Interactive Media

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The Faculty Senate, at its January 29, 2014 meeting, voted unanimously to approve the proposal to establish a minor in Interactive Media in the School of Communication, Department of Cinema and Interactive Media. This 16-credit minor is intended to appeal to any undergraduate student who wishes to supplement his or her major with a broader understanding of how interactive media shapes everyday lives. It was designed collaboratively with the faculties of the Department of Computer Science, College of Arts and Sciences; and the School of Communication's Department of Strategic Communications and Department of Journalism and Media Management.

This legislation is now forwarded to you for your action.

RLW/rh

Enclosure

cc: Thomas LeBlanc, Executive Vice President and Provost  
Gregory Shepherd, Dean, School of Communication  
Paul Driscoll, Vice Dean, Academic Affairs  
Kin Grinfeder, Associate Professor, School of Communication  
Ed Talavera, Associate Professor, School of Communication

**CAPSULE:** Faculty Senate Legislation #2013-23(B) – Establish the Minor in Interactive Media in the School of Communication, Department of Cinema and Interactive Media

APPROVED:  DATE: 2/26/2014  
(President's Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: Dean Shepherd

EFFECTIVE DATE OF LEGISLATION: IMMEDIATELY  
(if other than June 1 next following)

NOT APPROVED AND REFERRED TO: \_\_\_\_\_

REMARKS (IF NOT APPROVED): \_\_\_\_\_

**Proposal for a Minor in Interactive Media  
Department of Cinema and Interactive Media  
School of Communication**

**Overview and Rationale**

The School of Communication is proposing a 16-credit Minor in Interactive Media. The minor will equip students with creative and abstract thinking skills to facilitate communication through the design of interfaces that connect information, products, services, and space. Students will learn how to incorporate interactive media and emerging technologies to enhance the lives of people as they collaborate, create, learn, work, and play.

**Administration**

The minor will be administered through the Department of Cinema and Interactive Media in the School of Communication, but is collaboratively designed and implemented with the faculties of the Department of Computer Science in the College of Arts and Sciences, the Department of Strategic Communications and the Department of Journalism and Media Management in the School of Communication.

**Audience**

The minor will appeal to any undergraduate who wishes to supplement his or her major with a broader understanding of how interactive media shapes our everyday lives.

**Advising**

Advising will be conducted through the existing undergraduate advising structure at the School of Communication.

## Requirements for a Minor in Interactive Media

The minor in Interactive Media consists of five courses (16 credits), all of which must be completed with a grade of C or higher:

### Required Courses:

- CMP 111 Web Lab (New Course)
- CMP 211 Interaction Design (New Course)
- CSC 120 Computer Programming I (4 credits - Co-req. MTH108)

### Two Additional Courses Chosen from the Following List\*:

- CAD 102 Graphic Design for Advertising I
- CVJ 106 Multimedia Design
- CNJ 108 Writing for the Digital Age
- CMP 126 Introduction to Screenwriting (CMP 103 or CEM 102, and ENG 106)
- CMP 151 Introduction to Digital Production
- CAD 202 Graphic Design for Advertising II (CAD 102)
- CMP 310 Introduction to Game Design
- CVJ 341 Web Design (CVJ 106 or CAD 102 or CPR 202)
- CEM 435 Media Technology (Junior standing)
- CMP 544 Media Activism (Graduate standing or permission of instructor)
- CMP 550 Motion Graphics and Compositing (CMP 204, CMP 205 and 251)
- CMP 555 Mobile Application Development (Junior or Graduate Standing or permission of instructor)
- CMP 593 Dynamic Data (Graduate standing or permission of instructor)

\*prerequisites in parentheses



The School of Communication and the Department of Cinema and Interactive Media request that, once approved, the minor in Interactive Media be granted status as a **STEM cognate**. Listed below are the course descriptions for the three required courses and the optional courses in the proposed minor.

### **Required Courses**

#### **CMP 111: Web Lab (New Course)**

This course teaches web development through the use of content management systems. Students will learn how to create and customize a dynamic website that allows publishing, editing, and modifying content from a central interface.

#### **CMP 211: Interaction Design (New Course)**

In this class students will familiarize themselves with the disciplines of user experience (UX) and interaction design (IxD) by understanding and learning how to apply creative and abstract thinking skills to facilitate communication through the design of interfaces that connect information, products, services, and space. Students will cover principles of cognitive psychology that provide grounding for interaction design such as mental models, mapping, interface metaphors, and affordances, and be taught to prototype rich interactive experiences for products, environments, systems, and services. Students will learn to evaluate their prototypes by assessing ease of use, utility, perception of the value of the system, and efficiency in performing tasks.

#### **CSC 120: Computer Programming I**

History of computing. Fundamental programming constructs. Algorithms and problem solving. Object-oriented programming. Recursion.

### **Elective Courses**

#### **CAD 102: Graphic Design for Advertising I**

An introduction to the art of visual communication as it relates to advertising design. Students will learn how to use Adobe PhotoShop and InDesign as tools for applying basic graphic design techniques used in print and outdoor media. Topics include typography, design principles, art & image manipulation, conceptualization and layout stages, color theory and color reproduction, printing processes, and production

#### **CVJ 106: Visual Design**

This course is an introduction to the principles of design, typography, color theory, usability and interactivity as they apply to the layout and design of content for print and digital media.

### **CNJ 108: Writing for the Digital Age**

This course provides students with an understanding of writing styles appropriate for communicating in the digital age, with particular emphasis on grammar, spelling, syntax and clarity. It provides a solid foundation for further practice and specialization in various types of multimedia communication.

### **CMP 126: Introduction to Screenwriting**

Creation and formatting of narrative material for motion pictures. Emphasis on writing the short film.

### **CMP 151: Introduction to Digital Production**

Lectures and laboratory work to acquaint the student with the basic techniques of motion pictures. Digital equipment is used to develop an understanding of the motion picture as a creative tool of communication and expression.

### **CAD 202: Graphic Design for Advertising II**

This course will delve deeply into the concepts of graphic design as they relate to the field of advertising. More specifically, this course will touch upon the use of art, illustration, and photography in advertising design. Topics also will include digital imaging, production, and web publishing. Students will learn to use Adobe Illustrator as a tool for designing in both traditional and non-traditional media. This course serves as a foundation for advertising portfolio development.

### **CMP 310: Introduction to Game Design**

This is an introductory course about game design, theory, and development, and how games align themselves as a lens of study for all interactive media.

### **CVJ 341: Web Design**

This course covers the basic aspects of interaction design and web development, focusing on production processes. It provides an overview of web design concepts including usability, accessibility, information architecture, basic animation, and graphic design; all discussed in the context of the web environment. This course further offers an introduction to fundamental and emerging web trends.

### **CEM 435: Media Technology**

The convergence and interrelationship of broadcast, cable, satellite, telephone, computer, and other telecommunication technologies and industries, with emphasis on policy, effects, regulation, economics, management, and information content.



### **CMP544: Media Activism**

In this course, students will examine the role of media in shaping social reform to document social issues such as poverty, human rights, social inequities, the environment, and powerless groups. We will review the philosophy and history of media as activism ranging from photography, documentary, cinema, the Internet, social media and newer forms of media. Emphasis is placed on developing a critical understanding of current media advocacy practices with a conscious goal; awareness, change minds, to affect policy, and action. At the end of the semester, students will have a fully developed project concept.

### **CMP550: Motion Graphics and Compositing**

Methods, techniques and aesthetics of 2D computer animation and compositing including animated text, title design and green screen.

### **CMP593: Dynamic Data**

This course teaches data analysis through the development of interactive web applications. The course focuses on communicating through computer programming. Students will learn to build and use databases as a primary source and explore data as content. Students will be required to build custom software solutions through web programming languages the utilize third party APIs to interpret, analyze and manipulate data.

### **CMP555: Mobile Application Development**

This course will provide students the ability to conceptualize, design, and develop a mobile application of their choosing.

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MEMORANDUM

December 3, 2013

TO: Richard Williamson, Chair  
Faculty Senate

FROM: Gregory J. Shepherd, Dean  
School of Communication

RE: Letter of Support – Minor in Interactive Media

I am very pleased to support the newly designed minor in Interactive Media. This minor responds to dramatic and ongoing changes in all communication fields and represents a course of study that is important to students across the School of Communication. It is also a minor that will likely prove to be popular with students in other Schools and Colleges at the University of Miami. The proposal was very thoroughly considered before being forwarded for approval by Faculty Senate and it has my strong endorsement.



UNIVERSITY OF MIAMI  
SCHOOL of  
COMMUNICATION



Cinema and Interactive Media  
P.O. Box 248127  
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Phone: 305-284-6902  
Fax: 305-284-5226

November 8, 2013

To Whom It May Concern:

The Department of Cinema and Interactive Media proposes the establishment of a minor in Interactive Media. Students will gain the necessary skills and understanding of interactive media through a series of classes that expose them to the interdisciplinary nature of digital media.

On October 28th, 2013, the faculty of the Department of Cinema and Interactive Media discussed and voted unanimously to approve the proposal to create an interactive media minor with a total of five courses (16 credits).

Three required principal courses will include two courses from the Department of Cinema and Interactive Media in the School of Communication and one course from the Department of Computer Science in the College of Arts and Sciences. An additional two courses will be chosen from a list of thirteen courses.

Students will gain valuable knowledge and expertise that will enhance their education at the School of Communication and the University, will integrate the study of new media into their studies and will give them additional tools to compete in the workplace.

Administration and advising will be supervised by the Department of Cinema and Interactive Media and through the advising structure of the School of Communication.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ed Talavera'.

**Ed Talavera**  
Associate Professor and Chair  
Department of Cinema and Interactive Media  
School of Communication, University of Miami

UNIVERSITY OF MIAMI  
COLLEGE of  
ARTS & SCIENCES



Department of Computer Science Ph: 305-284-2268  
P.O. Box 248154 Fax: 305-284-2264  
Coral Gables, Florida 33124-4245

November 19, 2013

To Whom It May Concern:

I write to express the support of the Department of Computer Science for the proposed undergraduate minor in Interactive Media to be offered by the Department of Cinema and Interactive Media in the School of Communication. The Department of Computer Science is pleased to have its CSC120 course included as part of this proposal. The Department of Computer Science will be able to accept up to 15 students from this minor into CSC120 each semester.

Sincerely,



Hüseyin Koçak  
Professor and Chair  
Department of Computer Science  
University of Miami

cc: Dean L. Bachas  
Dr. G. Sutcliffe

University of Miami  
SCHOOL OF COMMUNICATION

Department of Strategic Communication  
P.O. Box 248127  
Coral Gables, FL 33124-2105

November 12, 2013

To Whom It May Concern:

I write to express the support of the Department of Strategic Communication for the proposed undergraduate minor in Interactive Media. The Department is pleased to have several of its courses included as part of this proposal and already, many students in our department have expressed an interest in pursuing this minor.

The subject area necessarily focuses on skills and knowledge areas that are valued and highly desired in almost all workplaces today. Students who pursue this minor undoubtedly will be more attractive on the job market and the specified minor in interactive media will give their resumes a boost above their competitors. Interactive Media represents a competency area that will complement any major, and I have no doubt that it will be popular choice for students across the University.

Sincerely,



Alyse R. Lancaster, Ph.D.  
Associate Professor and Chair  
Department of Strategic Communication

Dr. Alyse R. Lancaster, Chair  
Phone: (305) 284-2843; Fax: (305) 284-5216  
alancaster@miami.edu





November 8, 2013

To Whom It May Concern:

I write to express the support of the Department of Journalism and Media Management for the proposed undergraduate minor in Interactive Media. The Department is pleased to have several of its courses included as part of this proposal.

The subject area represents a skill and knowledge area that is valued in almost all workplaces today and, as such, should make the students who complete this minor more attractive on the job market and give their resumes a boost above their competitors. It is a competency that will complement any major, and I believe will be popular choice for students across the University.

Sincerely,

A handwritten signature in cursive script that reads "Terry Bloom".

Terry Bloom, Ph.D.  
Associate Professor  
Chair, Department of Journalism and Media Management

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**UNIVERSITY  
OF MIAMI**



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**MEMORANDUM**

**DATE:** December 4, 2013  
**TO:** Dr. Paul Driscoll, Vice Dean, Academic Affairs  
School of Communication  
**FROM:** David E. Wiles, Executive Director,  
Assessment and Accreditation  
**SUBJECT:** New Minor in Interactive Media

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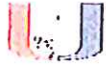
On 12/04/2013, the School of Communication submitted a proposal notifying our office of its intent to implement a new minor in Interactive Media. The 16-credit minor will be comprised of two new courses and other presently existing courses in the School of Communication and College of Arts and Sciences. The new courses will not require the hiring of additional faculty as they will be taught by current faculty in the School of Communication.

Although a letter of notification will be submitted, the offering of this minor is not considered substantive and will not require formal approval from the Southern Association of Colleges and Schools (SACS) in order to proceed with its implementation.

Please feel free to contact our office should you have any further questions (305) 284-9431.

cc: Faculty Senate  
Dr. M. Brian Blake, Dean, Graduate School  
Dr. Gregory Shepherd, Dean, School of Communication

UNIVERSITY OF MIAMI  
SCHOOL of  
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## MEMORANDUM

To: UM Faculty Senate Office

From: Dr. Paul Driscoll *P.D.*  
Vice Dean for Academic Affairs  
School of Communication

Re: Proposed Minor in Interactive Media

Date: December 5, 2013

The faculty of the School of Communication approved unanimously the proposal by the Department of Cinema and Interactive Media to offer a minor in Interactive Media at its full faculty meeting on November 1, 2013. The relevant excerpt from the minutes is reproduced below. Please let me know if you have any questions or need additional information.

UNIVERSITY OF MIAMI  
SCHOOL of  
COMMUNICATION



Full Faculty Meeting  
Friday, November 1, 2013  
1:00 p.m. – 3:00 p.m.  
International Building 2055  
Minutes

*Under new business, Kim Grinfeder brought forth a proposal for a minor in Interactive Media in the Department of Cinema and Interactive Media. Faculty discussion was very positive with a concern voiced relative to teaching resources. A faculty vote was taken on whether to implement the minor which passed unanimously in favor.*