



The John Knoblock
Faculty Senate Office
Ashe Administration Building, #325
1252 Memorial Drive
Coral Gables, FL 33146

facsen@miami.edu
web site: www.miami.edu/fs
P: 305-284-3721
F: 305-284-5515

MEMORANDUM

To: Julio Frenk
University President

From: Tomás A. Salerno
Chair, Faculty Senate

Date: January 27, 2017

Subject: Faculty Senate Legislation #2016-25(B) –Establish a Minor in Game Design,
Department of Cinema and Interactive Media, School of Communication

The Faculty Senate, at its January 25, 2017 meeting, had no objections to the establishment of an undergraduate minor in Game Design in the Department of Cinema and Interactive Media in the School of Communication. Completion of this 15-credit minor that incorporates existing courses from the departments of Strategic Communication, and Journalism and Media Management will fulfill a cognate in the area of Arts and Humanities.

The new minor will help to meet the growing demand for game-based programs in higher education. Additionally, it does not require the creation of any new courses.

This legislation is now forwarded to you for your action.


TAS/rh

Enclosure

cc: Thomas LeBlanc, Executive Vice President and Provost
Guillermo Prado, Dean, Graduate School
Gregory Shepherd, Dean, School of Communication
Cristina Lane, Chair, Department of Cinema and Interactive Media,
School of Communication
Ed Talavera, (Acting Chair, Spring 2017), Department of Cinema and Interactive Media,
School of Communication
Clay Ewing, Proponent, Department of Cinema and Interactive Media, School of
Communication

CAPSULE: Faculty Senate Legislation #2016-25(B) –Establish a Minor in Game Design,
Department of Cinema and Interactive Media, School of Communication

PRESIDENT'S RESPONSE

APPROVED:  DATE: 13 Feb. 2017
(President's Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: Dean Gregory 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 Game Design
Department of Cinema and Interactive Media
School of Communication

Contacts:

Clay Ewing (faculty)

Cristina Lane (chair)

Ed Talavera (acting chair spring'17)

Paul Driscoll

c.ewing@miami.edu

clane@miami.edu

etalavera@miami.edu

pdriscoll@miami.edu

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

Overview and Rationale

The School of Communication at the University of Miami is proposing a 15-credit Minor in Game Design. The full voting faculty of the School of Communication has approved this proposal by acclamation on March 26, 2015.

Despite strong student interest in our existing interactive and game design courses at the School of Communication, as well as already having the necessary resources in place, the school does not currently offer a minor in game design. By grouping together and adapting existing courses, the school can create a unique curriculum that aligns with our commitment to unite theory and practice while encouraging collaboration, innovation, and independent thinking.

Games are a structural form of communication and a cultural medium of systems that provide an accessible, engaging, and critical lens into society. The game design minor will teach students theories behind entertainment games as well as social impact games. Social impact games are games designed to solve a problem or educate and are increasingly being used in industries such as defense, education, scientific exploration, healthcare, emergency management, city planning, engineering, and politics. Through iterative prototyping, feedback loops, intrinsic rewards, and the critical application of meaningful choice, students will learn how to design games and systems that tell immersive and engaging stories that can create transformational experiences.

Market Analysis

The demand for game-based programs in higher education is growing. More than 400 U.S. colleges offer degrees in video games. Although The U.S. Bureau of Labor Statistics does not compile occupational data on game developers, a survey conducted by the Higher Education Video Game Alliance (HEVGA) found alumni of game-based programs thriving.¹ Half of graduates surveyed work in the video game industry after graduation, while the others work in industries such as education, software, and government. Of those graduates, the average salary was \$76,200 annually for full-time positions with high satisfaction in the workplace. Additionally, while other STEM-related programs typically see low enrollment from women (17 percent for computer science and engineering nationally), game-based programs have seen enrollment from women at 30 percent. In addition to legacy business and entrepreneurial opportunities, careers in video game development span a gamut of possibilities, including: designers, writers, programmers, artists, and others. A required common aptitude for game designers is the ability to successfully work on collaborative projects, a skillset central to the communication discipline.

¹ <http://higheredgames.org/reports/>; See, U.S. Bureau of Labor Statistics, *Work for play: Careers in video game development*, <https://www.bls.gov/careeroutlook/2011/fall/art01.pdf>.

Administration

The minor will be administered through the department of Cinema and Interactive Media in the School of Communication. Additionally, the minor will incorporate courses from the departments of Strategic Communication and Journalism and Media Management. Completing the minor will fulfill a cognate in the area of Arts and Humanities.

Audience

The minor will appeal to any undergraduate student who wishes to supplement his or her major with a broader understanding of how systems design and game design 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 Game Design

The minor in Game Design consists of five courses (15 credits), all of which must be completed with a grade of C or higher:

Three Required Principal Courses:

Typically Offered: Fall/Spring

- CIM 211 Interaction Design
- CIM 310 Intro to Game Design

Typically Offered: Fall

- CIM 471 Social Impact Games

Two additional courses chosen from the following list:

Typically Offered: Fall/Spring

- STC 102 Graphic Design for Advertising I *
- JMM 106 Multimedia Design *
- CIM 126 Introduction to Screenwriting (Prerequisite: CIM103, JMM102, or ENG106)
- CIM 413 Mobile Application Development

Typically Offered: Fall

- CIM 540 Intro to Creative Code

Typically Offered: Spring

- CIM 545 Interactive Project Management (Offered by Announcement Only)
- CIM 594 *Advanced 3D Character Design and Motion Capture for Games (changing to CIM*

523)

* *Only one of these digital design classes will count towards the minor.*



Graduate Studies Office
5100 Brunson Drive
Coral Gables, FL 33146

Phone: 305-284-5236
Fax: 305-284-8701
www.com.miami.edu/graduate-programs

To: Tomas Salerno, Chair, Faculty Senate
From: Greg Shepherd, Dean, School of Communication
Re: Minor in Game Design
Date: October 28, 2016

Dear Tomas:

Please accept this letter to indicate my enthusiastic endorsement of the Department of Cinema and Interactive Media's creation of a minor in Game Design. This minor grows out of our already successful and highly regarded program in Interactive Media, and I am sure it will prove to be very popular with undergraduate students across campus.

Please don't hesitate to contact me with any questions or concerns you may have.

Best regards,

UNIVERSITY OF MIAMI
SCHOOL OF COMMUNICATION

November 14, 2016

Dr. Tomas Salerno
Chair, Faculty Senate
The Faculty Senate Office
325 Ashe Administration Building
The University of Miami
Coral Gables, FL 33146

Re: Cinema & Interactive Media Minor in Game Design

Dear Dr. Salerno,

As Chair of the Department of Cinema and Interactive Media (CIM), I fully support of the proposed Cinema and Interactive minor in Game Design. Combining theory and practice, this minor enables students to explore any number of intellectual, scientific, and/or creative paths of inquiry. The minor helps to innovate our curriculum, keep pace with current industry standards, and take advantage of our current faculty resources. The department has made it a goal to increase its curricular offerings in game design for over ten years; the addition of the minor helps us to achieve a long-term educational mission.

The Cinema and Interactive faculty met in January 2015 and voted unanimously to pass this minor in Game Design. The faculty fully supports this addition to the curriculum, which enhances our offerings in motion pictures/entertainment as well as those in social impact and civic engagement courses. It is clear that the faculty see this minor as part of a broader interdisciplinary vision for the department, which has great potential to connect with many Schools and departments across campus.

The CIM faculty and I enthusiastically endorse the adoption of this minor. Thank you.

Respectfully,



Christina Lane, Ph.D.
Chair and Associate Professor
Department of Cinema & Interactive Media
(305) 284-3657
clane@miami.edu



Journalism and Media Management
P.O. Box 248127
Coral Gables, FL 33124-2105

Phone: 305-284-5350
Fax: 305-284-5205
<http://com.miami.edu>

November 18, 2016

Tomas Salerno
Chair, Faculty Senate
University of Miami

Dear Tom,

Please consider this my letter of support for the proposed minor in Game Design, to be offered by the Department of Cinema and Interactive Media in the School of Communication. The proposal utilizes one course from the Department of Journalism and Media Management and the department has the resources to accommodate students wishing to complete the gaming minor.

Sincerely,

A handwritten signature in blue ink, appearing to read 'S. Terilli'.

Sam Terilli
Chair, Dept. of Journalism and Media Management
School of Communication

UNIVERSITY OF MIAMI
SCHOOL of
COMMUNICATION



Department of Strategic Communication
PO Box 248127
Coral Gables, FL 33124-2105

Phone: 305-284-4544
Fax: 305-284-5216
<http://com.miami.edu>

February 10, 2016

Tomas Salerno
Chair, Faculty Senate
University of Miami

Dear Tomas,

Please consider this my letter of support for the proposed minor in Game Design, to be offered by the Department of Cinema and Interactive Media in the School of Communication. As the Chair of the Department of Strategic Communication, which houses majors in advertising and public relations, the relevance of the Game Design minor is clear. I easily can see students from my department being very interested in pursuing this minor, particularly students who are studying creative advertising and want to take the games they have created strategically and make them work in reality.

I think the minor in Game Design is well constructed and will be something that draws a lot of student interest, not only from the School of Communication, but from other schools and colleges across the university. I fully support its implementation.

Sincerely,

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


**UNIVERSITY
OF MIAMI**



MEMORANDUM

DATE: November 11, 2016

TO: Dr. Paul Driscoll, Vice Dean, Academic Affairs
School of Communication

FROM: Dr. Patty Murphy, Executive Director
Office of Assessment and Accreditation 

SUBJECT: New Minor in Game Design for Cinema and Interactive Media

On October 28, 2016, the School of Communication's Department of Cinema and Interactive Media submitted a proposal notifying our office of its intent to create a new undergraduate minor in Game Design effective the spring of 2017.

The 15-credit minor will be administered through the department of Cinema and Interactive Media in the School of Communication. Additionally, the minor will incorporate existing courses from the departments of Strategic Communication and Journalism and Media Management. Completing the minor will fulfill a cognate in the area of Arts and Humanities.

The School of Communication currently offers an undergraduate minor and Master of Fine Arts in Interactive Media which includes game design. The new minor will not require the creation of new courses, just a repackaging of existing courses.

Based on the details of the proposal, the addition of the minor is not considered substantive and will not require notification or approval from the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) 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. Gregory Shepherd, Dean, School of Communication
Dr. Christina Lane, Associate Professor and Chair, Cinema and Interactive Media, SOC