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MEMORANDUM

To: Julio Frenk
University President

From: Tomás A. Salerno
Chair, Faculty Senate

Date: April 5, 2018

Subject: Faculty Senate Legislation #2017-33 (B) – Creation of an Undergraduate Major in Interactive Media, School of Communication

The Faculty Senate, at its March 21, 2018 meeting, unanimously approved the proposal from the School of Communication to create a new undergraduate major in Interactive Media in the existing Bachelor of Science in Communication degree program. This major requires successful completion of 120 credit hours including the University's general education requirements. Two new courses will be added to support the major, with a majority of the courses existing currently. A majority of the program will not be offered via distance education.

The Faculty Senate does not approve budget concepts; there were none noted in this proposal.

This legislation is sent to you for your action.

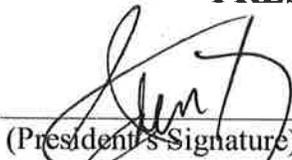
TAS/rh

Enclosure

cc: Jeffrey Duerk, Executive Vice President and Provost
Gregory Shepherd, Dean, School of Communication
Paul Driscoll, Vice Dean, School of Communication

CAPSULE: Faculty Senate Legislation #2017-33 (B) – Creation of an Undergraduate Major in Interactive Media, School of Communication

PRESIDENT'S RESPONSE

APPROVED:  _____ DATE: 04/17/18
(President's Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: Dean Gregory Shepherd

EFFECTIVE DATE OF LEGISLATION: IMMEDIATELY (Pending any additional required Board of Trustees approval)

NOT APPROVED AND REFERRED TO: _____

REMARKS (IF NOT APPROVED): _____



UNIVERSITY OF MIAMI

Proposal Submission Checklist

Proposals are to be submitted to the Office of Assessment and Accreditation (OAA), if applicable, the Graduate Council (for graduate programs excluding Law and Medical), if applicable, and the Faculty Senate. Refer to the Procedures for Program Changes document for information on the approvals and notifications needed for program changes and the Proposal Submissions Specifications document for an explanation of the process and a list of the materials required.

(Please note that change approvals can take 2 semesters to complete.)

Include this checklist at the beginning of each proposal.

(Complete the information below, save the form as a pdf, and insert it with the background materials that are specified, in the order listed, and send the package electronically as noted above.)

KEY CONTACT PERSONNEL INFORMATION

First Name

Paul

Last Name

Driscoll

Proponent's Title

Vice Dean, Academic
Affairs, School of
Communication

Department, if applicable

Cinema and Interactive Media

School/College

Communication

E-mail

pdriscoll@miami.edu

Phone

905-284-6753

Title of Proposal

Proposal for the creation of a major in
Interactive Media in the School of Communication.

(-continue to next page-)

MANDATORY MEMORANDA AND FORMAT

Please check that each item listed below is included in the proposal package of materials, in the ORDER as listed. The applicable title (i.e. Letter of Explanation, Memo from the Dean, etc.) is to precede each section in the materials.

Only proposals conforming to this format will be accepted.

1. This completed checklist.

2. Letter of explanation. (2-3 pages only, double spaced, 12 pt font)

Yes No

If no, explain why.

3. A memo from the dean(s) signifying approval of the faculty of the relevant School(s) / Colleges(s).

Yes No

If no, explain why.

4. A memo that all affected or relevant School / College Council(s) have approved.

Yes No

If no, explain why.

5. A memo from the department chair(s) signifying approval of the faculty of the relevant department(s).

Yes No

If no, explain why.

6. A memo from the Office of Accreditation and Assessment (OAA) if the proposal involves academic programs (degrees, certificates, majors, minors, concentrations, specializations, tracks, etc.) such as new programs, closing programs, or program changes (such as changes in requirements, program length, modality, name, location).

(To be submitted by OAA to the Graduate Council or the Faculty Senate, as appropriate.)

Applicable Not applicable.

If not, explain why.

7. A memo from the Graduate School Dean signifying approval of the Graduate Council (for graduate programs only).

(To be submitted to the Faculty Senate by the Graduate Council.)

Applicable Not applicable.

If not, explain why.

Proposal is undergraduate only

8. Academic Deans Policy Council (ADPC) approval, for interdisciplinary issues and as appropriate. Please consult with the Dean of the Graduate School or the Secretary of the Faculty Senate to check if this is needed.

Yes No

If no, explain why.

N/A

9. Additional required documents as listed on the "Proposal Submissions Specifications,"
i.e. market analysis, budget information, assessment of library collections, etc. as specified.

List additional documents included.

Included in proposal.

End form.

**PROPOSAL FOR THE CREATION OF A
MAJOR IN INTERACTIVE MEDIA
IN THE SCHOOL OF COMMUNICATION**

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Introduction

Interactive media concerns the design of digital products, environments, systems, and services with a focus on their intended use. As technology increasingly impacts aspects of our daily lives, the question of how people interact with technology becomes ever more important. Accordingly, the Department of Cinema and Interactive Media in the School of Communication proposes a major in Interactive Media aimed at educating the innovators, designers and developers of tomorrow's workforce.

Exact Title of Degree

Interactive Media major (Bachelor of Science in Communication)

Proposed Effective Term

Fall 2018

Goals and Content

For the past 25 years, interactive technologies have changed the way people learn, communicate, and conduct business transactions. Facing an overwhelming abundance of technological innovation, culture and society are challenged in terms of how best to leverage digital media and emerging technologies that not only change and reimagine the way we communicate, but also dramatically reconfigure the way we live our lives. The major in Interactive Media will provide students with expertise in designing and analyzing products and systems, incorporating rich interaction through the use of computational power. Technology and design have converged in recent years and the role of the designer has shifted and is increasingly critical in the proliferation and diffusion of innovations in e-commerce, mobile apps, 360° environments, instructional design, context rich systems, medical devices, wearable technology and connected appliances. This requires a new breed of designer who understands customers, clients, employees, etc., from a user-centered approach. In short, designers today must define the behavior of artifacts, environments, and systems (i.e., products) to communicate and interact in a global community. Their education requires analytical, conceptual, research, business, and communication skills as well as advanced technological abilities. Like the existing minor in Interactive Media, this proposed major will carry a STEM designation, subject to approval by the University Curriculum Committee.

This program is designed to enhance our students' abilities to:

- Conceptualize communication models based on possibilities offered by emerging technologies.
- Evaluate user experiences by conducting usability testing.
- Understand business models and the metrics driving online business models.
- Research, analyze, prototype and design concepts from concept to launch.
- Realize business goals with elegant and intuitive interactive designs.
- Conceive, research, synthesize, and implement creative solutions to complex problems posed by emerging technologies.

- Master dynamic communication techniques that give control to the user rather than the computer.
- Embrace, integrate and adapt quickly to a variety of disciplines in technology, art, design, science, education, healthcare and business.
- Learn to work in teams and manage projects.

Potential employment opportunities for students completing the program are:

- Interaction Designer
- UX/UI Specialist
- Creative Director
- New Media Director
- Mobile Developer
- Instructional designer
- Game Designer
- Social Media Expert
- Digital Media Producer
- Director of Interactive Media
- Multimedia Developer
- Exhibit Technician
- Installation Designer
- Professor
- Digital Strategist
- Creative Technologist

Students will be able to apply their acquired knowledge and practices to a variety of industries including:

- Advertising
- Public Relations
- Social Media and marketing
- Health care
- Science technology
- Business and management
- News and public affairs
- Education
- Museums
- Non-profits
- Gaming
- Corporate web departments
- Software companies
- Technology startups
- Web design agencies

- Mobile industry
- Web based businesses

Fit with the Mission of the University of Miami

The major in Interactive Media directly supports the University of Miami's mission to "educate and nurture students, to create knowledge, and to provide service to our community and beyond" as well as "to develop future leaders of our nation and the world." The major is innovative, interdisciplinary and enhances the University of Miami's vision in translating local and global community needs into quality curricula that meet and exceed international academic standards.

Students who major in Interactive Media will be required to meet all University of Miami General Education Requirements. The university's Advanced Writing and Communication Skills requirement is also met through required courses in the proposed major. For students majoring in Interactive Media, the total number of credits for the Bachelor of Science in Communication degree will be 120-121. Assessment of student learning outcomes in the Interactive Media major will be reported by the Department of Cinema and Interactive Media.

Fit with the Mission of the School of Communication

The new Interactive Media major directly supports the School of Communication's mission to provide "quality undergraduate and graduate programs in communication that emphasize the relationship between theory and practice." The program will combine conceptual, methodological, analytical and technical skills with practical experience. The Interactive Media major furthers the School of Communication's mission to encourage creative expression, experimentation, research and collaborative and independent thinking to prepare students for a lifetime of service and learning.

The School does not anticipate the need for additional faculty to offer this major.

Student, Community, and Employer Interest

Design, and especially design of interactive products and systems, is increasingly crucial to both mass media and broader telecommunications industries. These industries recognize the importance of human factors in interaction design and expect an increased demand for experts in this area.

The School of Communication launched its M.F.A. in Interactive Media four years ago. In 2017, the program accepted its fifth cohort of students and is currently the second largest graduate program at the School. In 2014, the Department of Cinema and Interactive Media launched a minor in Interactive Media and is the foundation for the major described in this document. Since launching the minor, our

undergraduate courses have filled to capacity every semester. The popularity of these courses reflect student interest and employer demand for employees with skills that fit the technology sector.

The market for tech talent is flourishing both nationally and locally. According to the Bureau of Labor Statistics, the technology industry's unemployment rate remained steady in the first quarter of 2017, at 2.5 percent, compared with an overall rate of 4.1 percent¹. Competition for technical expertise is going to become more acute. For example, the Department of Labor forecasts the United States will have one million more tech jobs than candidates to fill them by 2024² if trends continue. Interactive Media, an emerging field, is somewhat difficult to study via traditional labor market sources because it has not yet been assigned a Standard Occupational Code (SOC). However, CNN shares some favorable stats for UX designers in their Best Jobs in America Report: Median Pay: \$89,000, Top Pay: \$138,000, 10-year job growth: 18%³. Glassdoor estimates the national average salary for an interaction designer at \$88,747 with a top pay of \$114,000⁴.

Relationship of Program with Other Cognate Fields and University Programs

The major in Interactive Media is collaborative, innovative, and interdisciplinary in nature and integrates well with other programs in the School of Communication and across the University of Miami. The concept and operation of the major presented in this proposal was created with direct input from School of Communication department heads and faculty and we anticipate a high level of collaboration across the curriculum. Two additional courses (an introductory and a capstone course) are being added to the School's curriculum for this major and both have been approved by the CIM department and the School's Curriculum Committee. The program is crafted in a manner that allows several options for electives in areas in the School of Communication. In addition, several courses in the proposed major will be highly desirable to students from outside the School seeking cognates that integrate interactive media courses into their program of study. Existing Interactive Media courses are already reflected in both School of Communication cognates and in those offered by other UM Schools and Colleges.

Physical Resources

Lab Equipment and Facilities Needed

The School of Communication has adequate facilities to accommodate the classes in this program. Current classrooms and labs are already fitted with the necessary computers and software required for

¹ Source Bureau of Labor Statistics: <https://www.bls.gov/web/empsit/cpseea30.htm>

² Source: Source Bureau of Labor Statistics: <https://www.bls.gov/opub/mlr/2015/article/industry-employment-and-output-projections-to-2024.htm>

³ Source: CNN Best jobs in America: <http://money.cnn.com/gallery/pf/2015/01/27/best-jobs-2015/14.html>

⁴ Source: Glass Door: https://www.glassdoor.com/Salaries/interaction-designer-salary-SRCH_KO0,20.htm

students. Some open source software packages might have to be installed in lab computers.

University of Miami School of Communication Materials Budget

Total materials expenditures for the University of Miami School of Communication in 2017 was \$500,000. We do not foresee any significant increase required in this budget until the program accrues a significant student body over time.

Survey of Libraries

We do not foresee any immediate need for additional library resources.

Other Physical Resources Needed

We do not foresee any immediate need for additional physical teaching space because current classrooms are adequate for this program's courses.

Curriculum (39-40 credits)

The proposed Interactive Media program builds upon and complements the School of Communication's existing bachelor's degree.

Required Communication Class (9 Credits):

COM 250 - Freedom of Expression and Communication Ethics
COS 211 - Public Speaking or COS 333 - Business Communication
CIM 126 - Introduction to Screenwriting or JMM 108 - Writing for the Digital Age

Interactive Media Core (18 Credits)

CIM 111 - Web Lab
CIM 120 - Internet, Media and Society (**new course**)
CIM 211 - Interaction Design
CIM 593 - Dynamic Data
CIM 540 - Intro to Creative Coding
CIM 542 - Physical Computing

Electives (9 Credits)

JMM 106 - Visual Design or STC 102 - Graphic Design
CSC116 - Introduction to Security in Cyber-space
CSC 120 - Computer Programming (4 credits)
CIM 151 - Intro to digital production
ART 294 - Multimedia II (Animation)
CIM 310 - Intro to Game Design
JMM 331 - Information Graphics and Visualization
CIM 360 - 360 Immersive Storytelling
ART 392 - Multimedia III (Interactive Installations)
JMM 304 - Web and Media Analytics
CIM 413 - Mobile Application Development
JMM 435 - Media Technology
CIM 444 - Media Activism
CIM 471 - Social Impact Games
CIM 494 - Internship
CIM 499 - Independent Study in Cinema and Interactive Media
CIM 513 - UX Research Methods
CIM 523 - Advanced 3D Character Design

Additional electives and special topics courses may be substituted with approval of the student's advisor.

Required (3 credits)

CIM 515 - Interactive Media Studio (**new course**)

Conclusion

The proposed major addresses the growing need for communicators who fluidly combine design, technology, visual arts and research to help stimulate comprehension and integration of technology into every aspect of daily life. This program will produce graduates who, in addition to being innovative and interdisciplinary, are responsive to cross-sector dynamics and therefore are industry ready. The proposed program is not only relevant and important but also realistic and necessary in today's transformative global community.

UNIVERSITY OF MIAMI



Assessment and Accreditation
Gables One Tower 1320 S. Dixie Hwy
Coral Gables, Florida 33146

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Fax: 305-284-4929
oaa.miami.edu

MEMORANDUM

DATE: 2/13/2018

TO: Paul Driscoll, Vice Dean, School of Communication

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

RE: New Undergraduate Interactive Media Major in BSC Program

On January 30, 2018, the School of Communication notified my office of its intent to create a new undergraduate major in Interactive Media in the existing Bachelor of Science in Communication (BSC) degree program effective in Fall 2018. The proposed BSC in Interactive Media program will require completion of 120 credit hours including the University's general education requirements.

The new undergraduate major does not "represent a significant departure, either in content or method of delivery" from what we are currently approved by SACSCOC to offer due to the following:

- The proposal involves the creation of a new major within an existing degree offered by the University.
- The program length for the new bachelor's degree program meets the SACSCOC requirement of a minimum of 120 credit hours.
- The new major will be composed of mostly of existing courses, although two new courses will be added to support the major. These constitute less than 25% of the courses in the major.
- The new major will be supported by current qualified faculty.
- The University is currently approved to offer the following programs in related areas:
 - Undergraduate minor in Interactive Media
 - MFA in Interactive Media
- The majority of the program will not be offered via distance education and, in any case, the University is approved to offer 100% distance education programs.
- The program will be offered on the University's Coral Gables campus.

SACSCOC only requires notification of new programs that represent a significant departure from our current programs. Therefore, no notification to or approval from SACSCOC is required for this change.

Please contact me if you have any questions at pattymurphy@miami.edu or (305) 284-3276.

CC: Faculty Senate
Gregory Shepherd, Dean, School of Communication
Karen Beckett, University Registrar
Ray Nault, Executive Director, Student Financial Assistance and Employment

UNIVERSITY OF MIAMI
SCHOOL of
COMMUNICATION



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MEMORANDUM

To: Thomas Salerno, Chair, Faculty Senate
From: Gregory Shepherd, Dean, School of Communication
Re: Proposal for the Creation of a Major in Interactive Media
Date: February 19, 2018

A handwritten signature in blue ink, appearing to read 'G. Shepherd', written over the 'Re:' line of the memorandum.

I write to offer my enthusiastic support for the creation of a major in interactive media within the School of Communication. My support follows the unanimous support of the faculty in the Department of Cinema and Interactive Media, the unanimous support of the School's Curriculum Committee and School Council, and the unanimous vote in support of the proposal by the entire voting faculty of the School of Communication. This major is needed at the University and will quickly prove to be popular with students, as has the minor in interactive media we currently offer. This major will also meet an increasing societal need for people with an education in web, interaction, and game design. Mounting the major will require no additional resources.

Please let me know if you have any questions or concerns.

UNIVERSITY OF MIAMI
SCHOOL OF COMMUNICATION



February 16, 2018

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

Re: Major in Interactive Media (B.S.C.)

Dear Dr. Salerno,

As Chair of the Department of Cinema and Interactive Media (CIM), I am writing to express my full support of the proposed major in Interactive Media. This major helps CIM to become more innovative and facilitates collaborative, problem-based learning, which are strategic departmental goals.

The faculty of the Department of Cinema and Interactive Media met on November 15, 2017 and voted unanimously to approve the major. It meets our growing demand for courses in interactive media, virtual reality, games, web design, and user experience and facilitates a curriculum that integrates digital production, film, graphics, and visual storytelling. The Interactive Media major moves our curriculum a significant step forward, better prepares our students for the field their chosen career, and makes our department more competitive with nationally ranked and renowned media programs.

For these reasons, and because of the diversity and interdisciplinarity that the Interactive Media major brings to our current menu of student options, I enthusiastically support its adoption. Thank you.

Respectfully,

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

UNIVERSITY OF MIAMI
**SCHOOL of
COMMUNICATION**



January 28, 2018

Professor Kim Grinfeder
Director, Interactive Media Program
Department of Cinema and Interactive Media
School of Communication
University of Miami

Dear Professor Grinfeder,

Please accept this memo to indicate our department's strong support and endorsement of the proposal for the *Bachelor of Science in Communication in Interactive Media*. Based on this proposal, students in the new major will have the opportunity to take two of our skills training courses – COS 211 Public Speaking and COS 333 Business Communication – and apply their interactive media and design skills to the development of presentational material. These general concentration courses can be counted towards the School's Advanced Writing and Communication Skills Requirement. Multiple sections of both courses are offered every semester, and are open to all UM and School of Communication students.

Please let me know if I can provide any additional information.

Respectfully,

Diane

Diane M. Millette, Ed.D.
Associate Professor and Department Chair
millette@miami.edu
305-284-2340

Department of Communication Studies
5100 Brunson Drive
Wolfson Bldg., Room 3008
Coral Gables, FL 33146-2105

UNIVERSITY OF MIAMI
**SCHOOL of
COMMUNICATION**



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>

Jan. 29, 2018

Memo To: Kim Grinfeder
From: Sam Terilli, Chair, Department of Journalism & Media Management 
Subject: Support for Major in Interactive Media

The Department of Journalism and Media Management supports the creation of the proposed major in interactive media and will offer the courses cross-listed with our department in the proposed new major. Thank you.

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>

Date: January 29, 2018

Kim Grinfeder, Director, Interactive Media Program
Department of Cinema and Interactive Media
School of Communication
University of Miami
Coral Gables, FL 33146

Dear Professor Grinfeder:

The Department of Strategic Communication fully supports the proposal for the Bachelor of Science in Communication in Interactive Media. Our department is happy to offer STC 102 (Graphic Design for Strategic Communication) as an elective course offering in the major, with the possibility of adding more of our courses as elective options in the future.

If I can provide any additional information expressing our department's support of this new major, please let me know.

Kind regards,

Alyse R. Lancaster, Ph.D
Associate Professor and Chair
Department of Strategic Communication
University of Miami School of Communication
3004 Wolfson Building
5100 Brunson Drive
Coral Gables, FL 33146
Office: 305-284-2843 Fax: 305-284-5216
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UNIVERSITY
OF MIAMI



Department of Computer Science

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January 17, 2018

To: Kim Grinfeder
From: Geoff Sutcliffe
Subject: Support for the major in Interactive Media

The Department of Computer Science fully supports the Department of Cinema and Interactive Media's new major in Interactive Media. We are willing, able, and pleased to offer CSC116 and CSC120 as courses in the major.

Geoff Sutcliffe
Professor and Chair of Computer Science

From: Lopez, J Tomas <tomlopez@miami.edu>
Subject: Re: New Interactive Media Major
Date: December 22, 2017 at 5:45 PM
To: Grinfeder, Kim <grinfeder@miami.edu>

Kim

You have my OK.

T

J. Tomas Lopez <tomlopez@miami.edu>
Professor and Chair: Department of Art and Art History
Director of Electronic Media and Cooper Fellow
University of Miami
1540 Levante Ave. - Rainbow Bldg. Room 114
Coral Gables, FL 33146
Office Tel: 305.284.3164
Office Fax: 305.284.2115

From: "Grinfeder, Kim" <grinfeder@miami.edu>
Date: Friday, December 22, 2017 at 4:13 PM
To: "J. Tomas Lopez" <tomlopez@miami.edu>
Subject: Re: New Interactive Media Major

Hi Tom,
Thank you very much. For now I believe all I need is an OK from you to include the classes.

Happy Holidays!

-Kim

On Dec 21, 2017, at 4:54 PM, Lopez, J Tomas <tomlopez@miami.edu> wrote:

Kim

It would be great if we could work together in a more aligned and collegial way.

You can add whatever classes fit your program from our ART selections.

Let me know what specific needs you have and I will work with you,

Happy holidays

tom

