

To: McNichols Faculty Assembly
From: McNichols Faculty Assembly Undergraduate Standards Committee
Date: November 7, 2008
Re: School of Architecture: Digital Media Studies Minor

The Undergraduate Standards Committee has carefully reviewed the proposal for Digital Media Studies Minor from the School of Architecture submitted by Assistant Professor Allegra Pitera. The Undergraduate Standards Committee have discussed this minor and voted to submit the proposal for academic minor in Digital Media Studies to the McNichols Faculty Assembly.

This proposal meets all of the requirements for academic minors. The proposal demonstrates academic integrity and intellectual merit by clearly elucidate a set of objectives and outcomes and a thorough plan of assessment. The School of Architecture is committed to use the results of assessment to modify the curriculum as needed and continuously improve instructional practices.

It is recommended that the current School of Architecture website and all related informational materials be updated to describe the Digital Media Studies Minor. The updated website and all promotional materials should clearly indicate the academic standards required of all minors as well as the requirements specific to the Digital Media Studies Minor.

We conclude that the School of Architecture is well positioned to immediately implement the Digital Media Studies Minor

Respectfully submitted by, Shirley Sherrick-Escamilla, Ph.D., RNC for Dr. Robert Ross.

Proposal for Digital Media Studies Minor

18 credits

Revised: September 2008

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A. Summary

1. Executive Summary of the DMS Minor.

The intention of the Digital Media Studies Minor is to open up the program to all University students, regardless of their major, so that more students will have access to the study of digital media, in an interdisciplinary and critical basis, without being required to complete a DMS Bachelor's degree. The skills acquired in studying digital media are integral to numerous professional fields and can be applied not only in corporate settings, but also in consulting and entrepreneurial situations.

Many UDM students are already working with digital media and are interested in taking DMS courses, but may not want to commit to completing a Bachelor's degree. A DMS Minor will allow UDM students to further refine and explore their critical and practical digital media skills and apply the new skills and knowledge to their own particular field of interest.

The minor in Digital Media Studies consists of (6) 3-credit interdisciplinary courses for a total of 18 credits. In support of the program's inter-disciplinary mission, the courses are in: Digital Media Studies, Communication Studies, English, History and Architecture.

Upon completion of the Digital Media Studies minor, students will:

- Be knowledgeable about theories of our Digital Media culture;
- Be able to use technology to create digital media projects;
- Understand basic design and its application in digital media.

Student mastery of these skills and content areas will be assessed using a portfolio review by the DMS Advisory Committee, an annual exhibit of DMS student work and the exit surveys (see D 2. for further explanation). An assigned faculty advisor will track students seeking the minor in DMS from the Digital Media Studies Program.

As the Director of Digital Media Studies, I have personally received –numerous- inquiries from current UDM students and faculty of a possible DMS minor. As it currently stands, without a Minor option for DMS, many students are missing out on the opportunity to take DMS courses. A DMS minor would validate many students' existing interest in digital media culture and technology and increase their effectiveness as contemporary professionals in their chosen field. In addition, a minor would allow the Digital Media Studies program to grow significantly, be able to compete more effectively with other digital media programs across the country, as well as increase the visibility, quality and student-centered goals of the University.

B. Description of the Minor

1. A narrative description of the program, as it would appear in the University catalog.

Digital Media Studies Minor:

New Media has a deep impact on our culture. The most successful citizens in a digitally based society will need to have advanced critical skills and creative problem solving abilities that permit them to sift through an overwhelming flow of information. The Minor in Digital Media Studies (DMS) responds to this demand with a unique, interdisciplinary program that stresses the thoughtful design of digital artifacts as well as a critical response to our digital culture. The DMS Minor allows students to weave creativity, critical thinking and technical expertise with their primary course of study. There is an increasing demand for digitally proficient and thoughtful professionals, thus the Minor in DMS is a powerful foundation for a successful career. The Minor in DMS is open to all undergraduate students at the University of Detroit Mercy and underscores the students' potential to be leaders in their fields and in their communities.

2. All courses in the curriculum, as they would appear in the catalog.

- **New courses (+)**
- **Existing courses(*)**
- **Syllabi are included in an appendix.**

a) The minor in Digital Media Studies consists of (6) interdisciplinary courses (18 credits) in: Digital Media Studies, Communication Studies, English, History and Architecture.

1. DMS 171: Introduction to Design* (introduced winter 2008)

2. DMS 180: Introduction to Digital Media Studies* (Formerly called "ENL 280")

3. DMS 191: Design Studio I+ (introduction in fall 2008)

4. HIS 360: History of American Technology*

5. Theory and Criticism:

Take one of the following:

ENL 375: Film Genres*

ENL 480: Literary Criticism*

Prerequisites: ENL 235, 245, 265, or 280 (or permission of the instructor)

CST 300: Media Ethics *

CST 304: Small Group Communication

6. Design:

Take one of the following:

DMS 391 Design Studio+ (prerequisites: DMS 291)

DMS 498 Video Game Design* (introduced winter 2008)

AR 371: Graphic Design*

Course descriptions:

1. DMS 171 – Introduction to Design*

Prerequisites: none

As an introductory course to design, DMS171 engages the student in the basic techniques in drawing and design as well as the design process. The course will touch on freehand drawing skills as well as design concepts such as composition, symmetry and color theory. We will be utilizing graphic tools ranging from charcoal to paint in addition to digital media.

Credit Hours: 3

2. DMS 180 – Introduction to Digital Media Studies*

Prerequisites: none

DMS 180 introduces students to a growing field of research and design rooted in a critical analysis of current digital media. Students combine the study of media theory with design through the completion of digital-based projects. The projects explore the design process as well as media production and cultural and social critique. In addition, students will create digital presentations of their work and develop the methods of in-class dialogue and critique as integral aspects of the media design professional.

Credit Hours: 3

3. DMS 191 – Digital Media Studio I+

Prerequisites: DMS 180 (Intro to DMS)

This entry-level, studio-based course engages students in the practices and theories of "Digital Culture" by emphasizing a critical approach to technology combined with thoughtful design for optimal communication of ideas. Projects vary each semester and range from practical to highly experimental. Projects may include, but are not limited to: web design, print, photography, digital video, branding, animation, and live presentations. As with all of the DMS design studios, participation in in-class critiques and theoretical discussions is required. The design process is emphasized as a crucial tool in developing and executing effective, critical digital artifacts. The DMS studio is a required component of the DMS major, but is open to all students.

Credit Hours: 3

4. HIS 360: History of American Technology*

Prerequisites: HIS 251

A study of the changing character of the "American technological style" as seen through major U.S. technical systems (e.g. railroads, telegraph, mass production, automotive production, electronic communications, agriculture, and nuclear) in terms of technical designs and their societal contexts.

Credit Hours: 3

5. Theory and Criticism choices:

ENL 375: Film Genres*

Prerequisites: none

Study and critique of popular and alternative film genres, such as Science Fiction, Horror, Film Noir, Road Movies, Historical, etc. The focus is on the history, development, technique, and larger social and political functions of film genres.

Credit Hours: 3

ENL 480: Literary Criticism*

Prerequisites: ENL 235, 245, 265, or 280 (or permission of the instructor)

Study of major critical theories and their practical application to determine the strength and limitations of each approach.

Credit Hours: 3

CST 300: Mass Media Ethics*

Prerequisites: none

A study of criticisms of the communication media as perceived by society, and analysis, using a case study approach, of real-life ethical dilemmas facing professional communicators.

Credit Hours: 3

CST 304: Small Group Communication

Prerequisites: none

Examination of variables related to communication in small problem-solving groups: task, group composition, group climate, role structure, leadership, norms and group development. Both task and interpersonal aspects of group communication are studied. Experiential activities in group problem-solving provides data for examining group processes.

Credit Hours: 3

6. Design choices:

DMS 391 – Digital Media Studio III+

Prerequisites: DMS191 and DMS291.

As the third course in the DMS design studio sequence, this course builds on the ideas, concepts and design processes of DMS 191 and DMS 291 in preparing the student to become a digital media professional. The design studio series engages students in the practices and theories of "Digital Culture" by emphasizing a critical approach to technology combined with design for optimal communication. As the student completes each studio in the sequence, students are encouraged to embrace a leadership role in the class. Projects may include, but are not limited to: web design, print, photography, digital video, branding, animation, and live presentations. The design studios are a required component of the DMS major, but are open to all students. Expectations in student workload, design sophistication as well as theoretical knowledge increase incrementally from DMS191 through to DMS491.

Credit Hours: 3

DMS 498 Video Game Design*

Prerequisites: none

This course teaches students the history and fundamentals of game design. But unlike most other game design courses in the US, the focus of the student projects would be on the production of "critical video games," games that are designed to both entertain and educate. Typical projects for the course would include the development of video games that combine design as well as thoughtful critique of our contemporary digital culture.

Credit Hours: 3

AR 371: Graphic Design*

Prerequisites: none

In this course we will explore the architectural application of graphic design, visual communication, signage (wayfinding), business identity, type and logo development as transmitted through words and symbols, as well as gaining experience with Adobe Photoshop and Adobe Illustrator.

We will draw upon and expand the fundamental methods of visual and graphic communication to design and understand the intersection between graphic design, architecture and the environment through concept, composition and theory.
Credit Hours: 3

3. Delivery format of new courses

Delivery Format:

All courses are in the format of the traditional daytime or early evening offerings except for HIS360, which was offered this past term in the evening, once a week.

New Courses:

DMS 191, 291 and 391 were created as intermediary studios to accommodate the needs of students. They are also described and included in the current DMS curriculum as well as in the upcoming catalog. DMS 191, 291 and 391 will be introduced this fall 2008 as a combined course with DMS 491 - with separate syllabi for each level. DMS 191, 291 and 391 have not run because of lack of enrollment numbers. DMS enrollment is growing every year and we anticipate it will continue to grow, especially with the potential of the DMS Minor and the pending Articulation Agreement (2 years + 2 years) with Macomb Community College.

Further explanation of these studio courses (as requested):

In keeping with the spirit of the studio culture (of the original E-Crit program as well as the Architecture program) DMS BA students must take 4 semesters of the DMS studio. As the only studio up to this point has been 491, that is the studio they have had to take with the burden placed on the faculty teaching it to ensure variety of subject matter. In keeping with the studio-based culture, for the DMS Minor, students are required to take at least one studio (DMS 191) as well as the Introduction to DMS studio (180) and the Introduction to Design studio (171).

The DMS Advisory and Curriculum Committee has agreed to offer the four studios (191, 291, 391 and 491) simultaneously with one instructor, and four variations of the syllabus. This combination studio will be offered this fall, 2008.

4. How the proposed program demonstrates academic integrity and intellectual merit.

As the DMS Minor is based in the curriculum of the DMS major, the Minor shares in the academic integrity and intellectual merit of the major. The DMS BA as well as the Minor embraces an interdisciplinary foundation. As is the spirit of inter-disciplinary studies, each discipline has their own unique content requirements that contribute to the integrity of the DMS graduate.

At the end of the term, DMS course syllabi are reviewed by the DMS Advisory/Curriculum Committee to ensure the courses consistently meet the Minor Learning Objectives:

- Be knowledgeable about theories of our Digital Media culture;
- Be able to use technology to create digital media projects;
- Understand basic design and its application in digital media.

The Digital Media Studies Advisory/Curriculum committee has approved this proposal, ensuring that the proposed minors are of a standard quality consistent with the Academic Standards for Minors approved on 1/26/2007:

A. Declaration of a Minor

1. The student must declare a major before declaring a minor.
2. Students should declare a minor by the first semester of their junior year.
3. A minor must be certified at the same time that the major(s) is certified for graduation.
4. A minor cannot be added after graduation.
5. Upon successful completion, minors are listed on a student's final transcript but are not

listed on the diploma.

B. Number of Minors Allowable

1. Students may complete a maximum of two majors and one minor at UDM.
2. A student is not required to complete a minor.

C. Subject Areas for Majors and Minors

1. Programs do not have to offer minors for every major.
2. A program can offer a minor without offering a major.
3. Students can minor in areas outside the college/school of their major(s).
4. Normally students cannot be awarded a minor in a field in which they are earning or have already earned a bachelor's degree.

D. Minimum number of credits required for Minor

1. A minimum of 18 credits is required for a minor.

E. How courses are counted towards Majors and Minors

1. At most, 6 credit hours may be counted towards both the major and the minor.

F. GPA requirement in the Minor

1. Students must maintain a cumulative 2.0 grade point average in all minor courses in order for the minor to be posted on the official transcript at the time of graduation.

G. Pre-Requisites

1. Pre-requisites may be required for some minor courses.

H. Level of Courses required for Minor

1. At least half of the courses within the minor must be upper division courses (300+ level).

I. Pass/Fail

1. No course required for the minor can be taken on a pass/fail basis.

J. Residency Requirements

1. At least 12 credits (or 4 courses) of the courses required for the minor must be taken at UDM unless the courses are taken as part of a consortium agreement.

How Future Changes to the DMS Minor will be addressed:

Similar to the DMS Major program, the DMS Minor is housed within the School of Architecture, therefore Dean Vogel ultimately determines the decision making process. The Director of Digital Media Studies coordinates with the Dean:

The contracting and hiring of adjunct and overload faculty to the teach courses

The scheduling of classes for the DMS program.

The Director advises and orients all students in the program,

The Director proposes and executes in coordination with Admissions and Marketing, a program for recruiting students,

-The Director coordinates with other Colleges and Schools the teaching schedules of required coursework.

Budget -The Director assists Dean Vogel and Assistant Dean Jones in tracking of the AY budget and in proposing and future budgets.

Faculty Advisory and Curriculum Committee

In addition, the Advisory and Curriculum Committee, which consists of both CLAE as well as SOA faculty (Libby Blume, Amy Deines, Vivian Dicks, Wladek Fuchs and Nick Rombes) meets regularly to advise and contribute their unique visions, guidance and program and student assessment.

Alumni Advisory Committee:

Recently, we have begun to organize a committee of DMS/E-Crit graduates from all over the country, as potential contributors to the program and student assessment efforts.

5. Unique characteristics of the proposed minor.

- **Interdisciplinary**
The Digital Media Studies Minor program (consistent with the BA program) is unique in its' interdisciplinary combination of critique, history, theory, technology as well as design. The Minor DMS is unique in that it offers inter-disciplinary courses, not just 'digital media' courses. In encouraging a broad range of study, the DMS minor primes the student with abilities for intellectual flexibility and thus leadership potential for the rapidly changing and evolving professional world.
- **Combines Technology with Critique and Design**
The DMS program is one of the few programs in the country that combine theory, design and practical technology applications. Many digital media programs are purely technology-based. Or they are art/design or writing programs. DMS is a combination of technology with critique and design. A Minor in DMS allows undergraduate students to take advantage of, and incorporate into their own professional ambitions, the growing digital media field - but with a critical base and design skills to best communicate their ideas.

6. How the minor affects related departments or fields of concentration.

The Minor in Digital Media Studies will enhance students' digital media endeavors while providing them with a foundation in digital media history, theory and technology that can be woven with their primary degree. The Minor will replace the former Certificate in Electronic Critique/DMS, which required significantly more credit hours (30) from the student and had no graduates (although there is one student technically enrolled in the Certificate track who is gradually fulfilling its' obligations). The Minor in Digital Media Studies (18 credits) will expand the impact of the DMS program tremendously, making it accessible to all current UDM students as well as an attraction to potential new UDM students. Because of the interdisciplinary nature of the required Minor courses, the Minor will be a benefit to other programs such as: English, Communication Studies and Architecture. Therefore, the DMS minor will benefit not just DMS, but the entire University of Detroit Mercy community.

C. Mission

1. How the proposed minor fulfills the mission of the University and College or School.

Digital Media Studies is a student-centered program, focusing on each individual student's interests, passions and potential. DMS students have the opportunity to enter a variety of fields such as: marketing, advertising, business, web design, graphic design, video, architecture, etc. In addition, the studio-culture spirit of the program fosters students' skills in being self-critical, communicative self-starters and to actively engage with contemporary issues of digital culture. Well situated in an urban context, the DMS program seeks to integrate social and community issues along with a critical use of technological tools. In effect, engaging the intellectual, spiritual, ethical and social development of its students.

D. Objectives, Outcomes and Assessment

1. Objectives and Learning Outcomes

Upon completion of the Digital Media Studies minor, students will:

- Be knowledgeable about theories of our Digital Media culture;
- Be able to use technology to create digital media projects;
- Understand basic design and its application in digital media.

2. Assessment of Learning Outcomes

Learning assessment tools:

- **Portfolio**

DMS Minor Student performance is reviewed through a digital media portfolio submitted after the final semester. This portfolio is to be reviewed by the DMS Advisory Committee as well as the DMS Alumni Advisory Committee. The student is encouraged to work with an advisor of their choice to aid in the process of creating the portfolio.

The Minor Portfolio, which could be in the form of a website (HTML-type files on a CD for the DMS archives), print portfolio (produced using digital media), video or CD, will consist of:

- Identification Information

This must include the student's name, date of portfolio submission, date of expected graduation, titles of projects included in the portfolio, and the instructor and course for which each project was completed.

- Digital Projects.

There will be a minimum of 3 digital projects submitted in the portfolio. These 3 projects will be chosen with the help of the Advisor. Each project will be reviewed for its relevance to course and project requirements and critical intentions.

- **Arch/DMS Annual Show and Exhibit** –

There is an annual, spring Digital Media event showcasing select Architecture and DMS students' digital work. The show includes work from DMS Minor students and embodies a lively discussion/critique of the work presented. The DMS Advisory Committee is encouraged to attend for assessment.

- **Exit Surveys:** DMS Minor students will complete a survey that asks them to evaluate various aspects of the program. These surveys will indicate the strengths and weaknesses of the program. Within the survey is a self-reflection essay section (1-2 pages) in which they will discuss:

- their selected portfolio projects and why they believe these projects are reflective of their intellectual exploration and skillful combination of critique, design as well as technology

and

- the ways in which they see their completed DMS Minor studies as relevant and/or not relevant in their own personal, academic and professional pursuits, as well as contributing to their communities.

E. Additional Resources

No additional resources will be needed to accommodate a Digital Media Studies minor. However, as the DMS program hopefully will grow in the future, potential additional teaching positions in various forms would naturally be necessary to consider.