# UW-PARKSIDE COLLEGE OF ARTS & HUMANITIES
## Digital Media and Production Program Proposal: DMAP Minor and Certificate
### *December 1, 2018*

The College of Arts & Humanities is proposing the addition of a new Minor and Certificate Program in Digital Media and Production (DMAP) to be implemented in Fall, 2019. This program is multi-disciplinary but will reside within the Communication Department. In the 21$^{st}$ century, digital production is not confined to particular specializations but rather, infused throughout many different career areas with the increasing emphasis on developing a web presence as a key for success. The proposed minor and certificate program seeks to prepare our UW-Parkside students to be adept at creating, producing, and critiquing digital written, oral, aural, and visual communication. The proposed certificate program seeks to prepare our UW-Parkside students and non-degree seeking students to be adept at creating, producing, and critiquing digital written, oral, aural, and visual communication. The minor program is complementary to our proposed DMAP certificate program, but the minor is intended to allow for greater depth in students' knowledge and skill development.

Students in the program will be able to produce digital media that conforms to professional standards with respect to visual, written, and audio-standards. The program will provide students with appropriate background to create, produce, and perform 'behind' or 'in front of' a given communication technology. Critical skills will involve technical fluency, design principles, analytic skills, visual literacy, visual strategic communication, and an understanding of transmedia and the rhetoric of digital and visual communication.

The proposed minor and certificate programs will have an experiential learning component. This, in conjunction with the overall program array, will:

- Provide applied and professional experiences for students from across multiple colleges that will enhance their career marketability
- Be of benefit to existing UW-Parkside programs
- Fit within the expertise and professional passions of existing faculty
- Be interdisciplinary in its critical and practical approaches

## RATIONALE

Increasingly, many career areas and professions rely on creating a digital, online presence as part of successful marketing. For example, many professionals have individual blogs and businesses develop videos that are posted to their websites or YouTube. Some professions have incorporated digital photography as part of how they conduct business. While professional photographers, videographers, or website designers could be hired for the aforementioned tasks, between expense and the increasing accessibility of digital image and production and website development software, individuals and organizations have become their own digital media producers. Without appropriate training, however, it is very easy to produce poorly designed or

poorly produced videos. Moreover, the development of quality digital media productions involves more than production skills, but also critical thinking and design conceptualization skills to create a compelling story or persuasive or memorable digital media product.

The below table provides additional information on regional labor market data that supports the development of a Digital Media and Production program. A search of Emsi, labor market data and analytics was conducted to examine recent job postings in the region (i.e., Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha counties). Phrases related to key skills that would be developed through the DMAP program were used to identify the titles of positions in the region that would require such skills. The table below shows the results of this search.

| Key words | Top Five Posted Job Titles | # Unique Positions | Effort of Companies in Hiring for Positions |
|---|---|---|---|
| Digital media | Account Executives<br>Marketing Managers<br>Sales Managers<br>Graphic Designers<br>Advertising Sales Executives | 761 | Average |
| Video production | Video Production Specialists<br>Marketing Managers (Management)<br>Sales Representatives<br>Social Media Marketing Specialists<br>Graphic Designers | 202 | Average |
| Audio production | Satellite TV Technicians<br>Video Production Specialists<br>Audio Visual (AV) Technicians<br>Videographers<br>Graphic Designers | 273 | Average |
| Digital photography | Graphic Designers<br>Photographers<br>Retail Sales Associates<br>Presidents<br>Research Analysts | 387 | Average |

What the above table illustrates is that while there are some media production specific occupations that would require digital media skills (e.g., graphic designers, social media marketing specialists, videographers), there are several other positions that include digital media skills that are not specifically focused on digital production (e.g., account executives, marketing managers, sales representatives, presidents, research analyst).

This certificate program is unique in that it is intended to introduce and develop skills in students for professional level quality in the production of digital media in a variety of career

areas. This minor program is intended to provide greater depth and breadth for students who wish to develop their skills at a more advanced level.

The program builds on many strengths of existing programs including media studies and digital and social media in Communication, the Film studies program, digital photography and digital design in the Art program, performance skills in the Theatre program, and narrative analysis and critique across several departments and programs. By integrating community-based learning in several DMAP courses, this program will build on the University's vision to provide HIP experiences for students. This will help the campus in strengthening our connections and contributions to our surrounding community as well as contribute to students' individual portfolios.

This program is complementary to the COAH digital fabrication program in that while both address digital-based production, the DMAP program focuses on digital media production rather than three-dimensional production. This minor and certificate program includes, as well as expands, current offerings to deepen students' skills to enhance their career marketability. The program was developed in consultation with Lesley Walker – Dean of the College of Arts and Humanities, Jacquelyn Arcy and Theresa Castor (Chair) from Communication, Kristen Bartel from Art, Jay McRoy and Joseph Benson from Languages and Literatures (Jay is also director of the Film Studies program), Jody Sekas from Theatre, along with other members from the Art and Languages and Literatures department.

## TARGET AUDIENCE

While the course array draws from areas in the College of Arts and Humanities, the program is intended to benefit students from multiple disciplines in enhancing their career marketability. If marketed effectively, we expect the addition of the minor program to attract 5-10 additional students per year choosing to pursue their degree at UW-Parkside.  The certificate program is also available to non-degree-seeking community members desiring career development opportunities.

## LEARNING GOALS

The learning goals for the program are for students to:
- Gain technical fluency in visual digital design
- Understand principles of visual design/communication
- Produce/create (transmedia) digital content
- Critically analyze transmedia digital content
- Gain social media literacy

## NAME AND TITLE OF PROGRAMS
Digital Media and Production Minor
Digital Media and Production Certificate
Abbreviation: DMAP

## TOTAL NUMBER OF CREDITS

For DMAP minor: 22-24 credits
For DMAP certificate: 16-18 credits

## ADMISSION REQUIREMENTS

None.

## CURRICULAR REQUIREMENTS

**Note:**

'*' indicates courses with prerequisites that can be satisfied *within* the DMAP program or explicitly allow for enrollment by instructor consent, as stated in the course catalog

**I.     Course Requirements for the Digital Media and Production Minor (21-24 credits)**

    **A.  Required Courses (7-9 credits):**

| | |
|---|---|
| ART 104 | Introduction to Digital Art (3 cr) |
| COMM 168 | Introduction to Visual and Digital Communication (3 cr) |

*One of the following courses:*

| | |
|---|---|
| COMM 468 | Digital and Media Literacy Capstone* (1 cr), OR |
| COMM 494 | Communication Internship* (1-3 cr) |

    **B.  Elective Courses (14-15 credits):**

*Five courses from below:*

| | |
|---|---|
| ART 319 | Art History: Digital Art, Media and Visual Culture* (3 cr) |
| ART 371 | Digital Photography* (3 cr) |
| ART 471 | Advanced Digital Photography* (3 cr) |
| COMM 255 | Writing for Multimedia* (3 cr) |
| COMM 258 | Podcasting (3 cr) |
| COMM 350 | Digital Storytelling* (3 cr) |
| COMM 430 | Digital and Social Media Communication* (3 cr) |
| ENGL 208 | Creative Writing-Screenplay** (3 cr) *(Prereq: ENGL 101)* |
| ENGL/HUMA 252 | Introduction to Film (3 cr) |
| ENGL 259 | History of Film from 1950 (3 cr) |
| ENGL 307 | Advanced Fiction Writing** (3 cr) *(Prereq: ENGL 101 w/C- or better)* |
| ENGL 330 | Alternative Narratives** (3 cr) *(Prereq: ENGL 101)* |
| ENGL 359 | Digital Video (3 cr) |
| MUSP 240 | Sound Production I** (2 cr) |
| THEA 224 | Acting for the Camera** (3 cr) *(Prereq: THEA 125)* |

**II.     Course Requirements for the Digital Media and Production Certificate (15-18 credits)**

**C.  Required Courses (7-9 credits):**

| | |
|---|---|
| ART 104 | Introduction to Digital Art (3 cr) |
| COMM 168 | Introduction to Visual and Digital Communication (3 cr) |

*One of the following courses:*

| | |
|---|---|
| COMM 468 | Digital and Media Literacy Capstone* (1 cr), OR |
| COMM 494 | Communication Internship* (1-3 cr) |

**D.  Elective Courses (8-9 credits):**

*Three courses from below:*

| | |
|---|---|
| ART 319 | Art History: Digital Art, Media and Visual Culture* (3 cr) |
| ART 371 | Digital Photography* (3 cr) |
| ART 471 | Advanced Digital Photography* (3 cr) |
| COMM 255 | Writing for Multimedia* (3 cr) |
| COMM 258 | Podcasting (3 cr) |
| COMM 350 | Digital Storytelling* (3 cr) |
| COMM 430 | Digital and Social Media Communication* (3 cr) |
| ENGL 208 | Creative Writing-Screenplay (3 cr) |
| ENGL/HUMA 252 | Introduction to Film (3 cr) |
| ENGL 259 | History of Film from 1950 (3 cr) |
| ENGL 307 | Advanced Fiction Writing (3 cr) |
| ENGL 330 | Alternative Narratives (3 cr) |
| ENGL 359 | Digital Video (3 cr) |
| MUSP 240 | Sound Production I** (2 cr) |
| THEA 224 | Acting for the Camera** (3 cr) *(Prereq: THEA 125)* |

Courses would be taught by existing UW-Parkside faculty.  Two courses have been added to the existing curriculum to specifically address DMAP learning goals (these courses are COMM 168, and COMM 258).

FINANCIAL AND WORKLOAD IMPACT

(1) The DMAP program relies on current personnel. (2) The program will require a financial investment for an equipment and space upgrade. Elaboration on each of these items is provided below.

(1) **Personnel Implications**

In terms of personnel, the DMAP program relies on current personnel who are already in place at the university. Most of the courses that are a part of the DMAP program are courses that are already in place within their respective departments or courses that departments were planning on adding to their curriculum with the new catalog.

There are two new Communication courses that were added to the curriculum that will be a part of the DMAP program (COMM 168: Introduction to Visual and Digital Communication, and COMM 258: Podcasting). In 2017, the Communication Department hired Dr. Jacquelyn Arcy as an Assistant Professor of New Media. This hire was to replace a faculty vacancy in the area of media with a specific focus on New Media to update the Communication Department's curriculum to address contemporary developments in digital and social media. Dr. Arcy developed COMM 168 and COMM 258. COMM 168 addresses visual communication, digital production, and semiotics at an introductory level; the department is planning to request that this course be accepted as a General Education course. COMM 258 adds a lower-level media production course to our curriculum while also providing a lower-level foundation in narrative to complement our lower-level performance class on narrative and storytelling (COMM 205: Oral Interpretation) and upper-level courses related to narrative (COMM 350: Digital Storytelling).

Regarding advising needs, in the Communication department, minor and certificate program directors typically also advise students in their programs. Dr. Arcy will be the director for DMAP and assume responsibility for providing academic guidance for students in this program. As a newer faculty member, Dr. Arcy is at the early stages of developing her advising load; as the DMAP program grows, new students will be assigned to Dr. Arcy for advising.

A staffing issue related to equipment needs is that an individual will need to be responsible for supervising storage of new equipment. This is a part-time activity, and Dean Walker has agreed to assign this responsibility to a current staff member.

(2) **Equipment and Facility Needs**
Dr. Kristin Bartel (Assistant Professor of Art) researched and developed an equipment budget for the DMAP program (see attachment). Equipment and other budget needs include items such as cameras with accessories, digital recording equipment (including podcasting kits), computers, printer, and media production software training. The total cost is $73,243.41. The university Budget committee has agreed to provide for 80% of this cost, with the remaining 20% coming from the College of Arts and Humanities.

COLLABORATION ACROSS PROGRAMS
A hallmark of this program is its collaborative, interdisciplinary nature. The curriculum was actually created by an interdisciplinary college committee consisting of representatives from Art, Communication, Languages and Literatures (specifically representing Creative Writing and Film), Theatre with additional input from Music. This curriculum was shared with the department chairs from the aforementioned programs; specifically, Mary Lenard (Chair, Languages and Literatures), Misti Bradford (Chair, Theatre), Carri Watters (Chair, Art), and James Crowley (Chair, Music), have all given their consent for courses from their respective departments to be included in the Digital and Media Production Program.

**Difference between DMAP Minor and Certificate Programs**

The minor is intended to allow students to acquire more depth and breadth of skills related to the DMAP program by requiring students to complete more elective credits (five rather than three courses). The certificate program is intended for to allow for non-degree seeking students to gain advanced knowledge and skills in Digital Media and Production. Current undergraduate students may declare *either* the DMAP minor *or* the DMAP certificate, but will NOT be allowed to declare both.

**Difference between DMAP and What is Currently in Place (the Digital Media and Literacy Certificate Program)**

The DMAP program focuses on media production, or the creation and production of digital media products such as images, digital video, and digital audio, as well and the skills involved with performing, using one's voice or body, to create digital media products. Thus, it is also highly multi-disciplinary. DMAP is intended for individuals who wish to develop digital video/audio production skills that may be used for both traditional and web distribution channels.

The Digital Media and Literacy Certificate program has some overlap in that it does include some production work. However, it is focused on the critical examination of media and on teaching others to be critical consumers, hence the emphasis on 'media literacy' within this program. The DML program is intended for individuals who wish to develop their knowledge of media industries and media critique and who wish to be educators.

TIMELINE

| Activity | Target Date |
|---|---|
| • Develop course syllabi | Summer 2018 |
| • Complete and submit minor proposal for approvals<br>• Develop and submit curricular change forms for approval<br>• Design and draft classroom equipment & workspace layouts | September 2018 |
| • Order equipment and computers | February 2018 |
| • Begin marketing of program | Spring 2019 |
| • Classroom modifications from facilities management<br>• Receive, install, and test equipment<br>• Professional development training | Summer 2019 |
| • Program Implementation | Fall 2019 |

## SUMMARY

Digital Media and Production is a focused 21$^{st}$ century demand area with applications across multiple disciplines at UW-Parkside as well as applications across multiple industries in promoting and marketing various types of organizations including for-profit business, nonprofit organizations, governmental bodies, small businesses and entrepreneurs, as well as arts organizations. The College of Arts and Humanities is uniquely situated for developing this program given the combined expertise of faculty across departments in the college. As a minor program, students from any discipline at UW-Parkside can couple this program with their major to increase their marketability to potential employers who are seeking candidates with a breadth of 21$^{st}$ century skills. For these reasons, we believe the program will make UW-Parkside more attractive to potential students, and predict university growth of 5-10 additional students per year when marketed across disciplines.

The College of Arts & Humanities seeks approval and funding to develop this minor program in Digital Media and Production, with a desire to begin delivering the program in Fall of 2019. We hope for your approval, and welcome any questions you may have.