

## DOCUMENTS OF THE GENERAL FACULTY

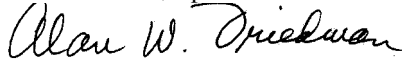
**PROPOSAL TO CREATE A DIGITAL MEDIA MINOR IN THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE *UNDERGRADUATE CATALOG 2018-2020***

Dean Jay M. Bernhardt, in the Moody College of Communication has filed with the Secretary of the Faculty Council the following proposal to create a Digital Media minor in the Moody College of Communication chapter in the *Undergraduate Catalog, 2018-2020*. The Faculty Advisory Committee and the Moody College Administrative Committee approved the proposal on September 5, 2017. On September 11, 2017, Dean Bernhardt approved it. The Secretary has classified this proposal as legislation of exclusive interest to one college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the proposal on February 16, 2018, and forwarded it to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. The authority to grant final approval on this legislation resides with the Provost on behalf of the President.

If no objection is filed with the Office of the General Faculty by the date specified below, the legislation will be held to have been approved by the Faculty Council. If an objection is filed within the prescribed period, the legislation will be presented to the Faculty Council at its next meeting. The objection, with reasons, must be signed by a member of the Faculty Council.

To be counted, a protest must be received in the Office of the General Faculty by March 16, 2018.



Alan W. Friedman, Secretary of the General Faculty and Faculty Council  
The University of Texas at Austin

Arthur J. Thaman and Wilhelmina Doré Thaman Professor of English and Comparative Literature

**PROPOSAL TO CREATE A DIGITAL MEDIA MINOR IN THE MOODY COLLEGE OF  
COMMUNICATION CHAPTER IN THE UNDERGRADUATE CATALOG 2018-2020**

1. **TYPE OF PROPOSAL:**  New Transcript-Recognized Minor  
 Change an Existing Transcript-Recognized Minor  
 Delete a Transcript-Recognized Minor
2. **THIS PROPOSAL INVOLVES: (Please check all that apply)**
- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Courses in other colleges                               | <input type="checkbox"/> Courses in proposer's college that are frequently taken by students in other colleges                                 | <input checked="" type="checkbox"/> Flags  |
| <input type="checkbox"/> Course in the core curriculum                           | <input type="checkbox"/> Change in course sequencing for an existing program   | <input checked="" type="checkbox"/> Courses that have to be added to the inventory |
| <input type="checkbox"/> Change in admission requirements (external or internal) | <input type="checkbox"/> Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office) |  |
3. **SCOPE OF PROPOSED CHANGE:**
- a. Does this proposal impact other colleges/schools? Yes  No   
If yes, then how?
- b. Do you anticipate a net change in the number of students in your college? Yes  No   
If yes, how many more (or fewer) students do you expect?
- c. Do you anticipate a net increase (or decrease) in the number of students from outside of your college taking classes in your college? Yes  No   
If yes, please indicate the number of students and/or class seats involved.  
Approximately forty students per semester.
- d. Do you anticipate a net increase (or decrease) in the number of students from your college taking courses in other colleges? Yes  No   
If yes, please indicate the number of students and/or class seats involved.

**If 3 a, b, c, or d was answered with yes, please answer the following questions. If the proposal has potential budgetary impacts for another college/school, such as requiring new sections or a non-negligible increase in the number of seats offered, at least one contact must be at the college-level.**

How many students do you expect to be impacted? **Not applicable**

Impacted schools must be contacted and their response(s) included:

Person communicated with:

Date of communication:

Response:

4. **OFFICIAL NAME:** Digital Media Minor
5. **PROPOSED IMPLEMENTATION DATE** Fall 2018
6. **FIELD OF STUDY, CIP CODE** (administrative unit awarding the certificate): Digital Communication and Media/Multimedia 09.0702
7. **STATEMENT OF OBJECTIVE:**  
Goals of the Minor: The goal of the Digital Media Minor is to offer a selection of courses that will cultivate students' understandings and abilities in a general area recognized as digital media. While this is a broad phrase, the courses in this minor emphasize a) knowledge of how communication technologies have developed historically; b) their social and cultural functions and dynamics; c) how specific communication and cultural industries operate and evolve in a global environment; and d) how elements of art and design figure into expressions of and interactions with digital media. Students completing this minor will gain

advanced skills in digital media domains including social media and new media industries and also examine ethical issues developing around the new media environment.

**8. ADMISSIONS REQUIREMENT (IF ANY):**

This program is open only to students who are not majoring in Radio-Television-Film (RTF). Students declaring a Digital Media minor must have at least a cumulative 2.5 grade point average.

The Department of Radio-Television-Film reserves the right to limit the number of students accepted as Digital Media minors. If demand exceeds space available, students will be selected based on a review of the applicant's academic record.

**9. NUMBER OF STUDENTS EXPECTED TO RECEIVE THE TRANSCRIPT-RECOGNIZED MINOR EACH SEMESTER: 5**

**10 ANTICIPATED ENROLLMENT CAPACITY? Forty**

**11. NUMBER OF HOURS REQUIRED FOR COMPLETION: Fifteen**

**12. COMPOSITION OF THE MINOR FACULTY COMMITTEE (INCLUDING THE COMMITTEE CHAIR):**

<b>Name of Faculty Member</b>	<b>College/Department</b>	<b>Title at UT Austin</b>	<b>Highest Degree and Awarding Institution</b>
Sharon Strover (committee chair)	RTF	Professor	PH.D., Stanford U
Suzanne Scott (co-chair)	RTF	Asst Professor	PH.D., U of Southern California
Wenhong Chen	RTF	Assoc Professor	PH.D., U of Toronto
Joe Straubhaar	RTF	Professor	PH.D., Tufts Univ.
Craig Watkins	RTF	Professor	PH.D., U of Michigan
Kathleen Tyner	RTF	Assoc Professor	M.A., San Francisco State

**13. Academic Course Requirements:** Use this table to identify the courses that qualify for this certificate program.

<b>Course Abbreviation and Number</b>	<b>Course Title</b>	<b>SCH</b>
RTF 326C	Tech Culture (#upper-division standing)	3
RTF 331N.1	Information Society and Beyond (#upper-division standing)	3
RTF 347P	The Business of Hollywood (#upper-division standing)	3
RTF 359.7	Race and Digital Media Culture (#upper-division standing)	3
RTF 365.9	Digital Media Industries and Entrepreneurship (#For radio-television-film majors, upper-division standing and twelve semester hours of lower-division coursework in radio-television-film; for others, consent of instructor.)	3
RTF 365.10	Globalization and Social Media (#upper-division standing)	3
RTF 365C.1	Media, Communication Law & Ethics (#upper-division standing)	3
RTF 331M.1	Digital Media and Design (#upper-division standing)	3
RTF 331M.2	Digital Remix Cultures (#upper-division standing)	3

RTF 331P.4	Video Game Culture and Criticism (#upper-division standing)	3
RTF 345C	Experimental Media & the Art of Disruption (#upper-division standing)	3
RTF 331P.3	Internet Cultures (#upper-division standing)	3
RTF 359.5	Social Media: Growth, Uses and Impacts	3
RTF 365D.3	Media Literacy and Civic Engagement (#upper-division standing)	3
RTF 330M*	Internship in Digital Media (#upper-division standing and consent of the instructor)	3
RTF 329C	Digital Media Production (#45 hours of coursework)	3
RTF 344M.5	Writing for Interactive Games and Media (#Upper-division standing; Radio-Television-Film 317 and 318 with a grade of at least B-, and six additional hours of lower division coursework in Radio-Television-Film; for non-majors, upper-division standing.)	3
RTF 351C	Introduction to 2D Animation (#For majors, Radio-Television-Film 318, and nine additional semester hours of coursework in radio-television-film; for others, upper-division standing.)	3

#### 14. OTHER MINOR REQUIREMENTS:

All courses must be taken for a letter grade, unless the course is only offered on the pass/fail basis. Only courses with a C- or better will be counted toward the minor.

#### 15. COLLEGE/SCHOOL APPROVAL PROCESS:

Department approval date: September 5, 2017	The Faculty Advisory Committee
College approval date: September 5, 2017	Moody College Administrative Committee
Dean approval date: September 11, 2017	Jay M. Bernhardt, Dean

#### PROPOSED NEW CATALOG TEXT:

##### MINOR AND CERTIFICATE PROGRAMS

##### Digital Media Minor

The Digital Media Minor in the Department of Radio-Television-Film (RTF) provides a selection of courses that will cultivate students' understandings and abilities in a general area recognized as digital media. The courses in this minor emphasize a) knowledge of how communication technologies have developed historically; b) their social and cultural functions and dynamics; c) how specific communication and cultural industries operate and evolve in a global environment; and d) how elements of art and design figure into expressions of and interactions with digital media. Students completing this minor will gain advanced skills in digital media domains including social media and new media industries. They will also examine ethical issues developing around the new media environment.

This program is open only to students who are not majoring in RTF. Applicants must have a 2.5 cumulative grade point average. The Department of Radio-Television-Film reserves the right to limit the number of students accepted as Digital Media minors. If demand exceeds space available, students will be selected based on a review of a student's academic record. Acceptance into the minor does not come with preference or guarantee of a seat in any RTF course.

The minor requires fifteen hours of coursework, and least nine hours completed in residence. All courses must be taken for a letter grade, unless the course is only offered on a credit/no credit basis. Only courses with a C- (or CR) or better will be counted toward the minor. Students must petition to the faculty committee in advance if they wish to substitute another internship course in place of RTF 330M.

Students must take the following coursework:

1. Radio-Television Film 326C.
2. Three hours from the Industries and Practices cluster of Digital Media courses: Radio-Television-Film 331N.1, 347P, 359.7, 365.9, 365.10, 365C.1.
3. Three hours from the Art and Design cluster of Digital Media Courses: Radio-Television-Film 331M.1, 331M.2, 331P.4, 345C.
4. Three hours from the Cultures and Social Change cluster of Digital Media courses: Radio-Television-Film 331P.3, 359.5, 365D.3.
5. Three additional hours in a related area: Radio-Television-Film 330M, 329C, 344M.5, 351C.