**UW-PARKSIDE COLLEGE OF ARTS & HUMANITIES**

**Digital Media and Production Program Proposal: DMAP Minor and Certificate**

*Updated 10/9/2018*

## **ABSTRACT**

The College of Arts & Humanities is proposing the addition of a new Minor and Certificate Program in Digital Media and Production (DMAP). This program is multi-disciplinary but will reside within the Communication Department. In the 21st 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.

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 that is intended to be integrated into 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. This program will also build on the campus’ strength generally and the strengths of many College of Arts and Humanities programs in community-based learning by integrating community-based learning in many courses, but specifically in the design of a community-based learning capstone experience 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 media production rather than three-dimensional production. This minor and certificate program includes as well as expands upon 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**

**Notes:**

1. ‘\*’ 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
2. **Course Requirements for the Digital Media and Production Minor (22-24 credits)**
3. **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)

1. **Elective Courses (15 credits):**

*Five courses from below:*

ART 319 Art History: Digital Art, Media and Visual Culture

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)

THEA 224 Acting for the Camera\*\* (3 cr) *(Prereq: THEA 125)*

1. **Course Requirements for the Digital Media and Production Certificate (16-18 credits)**
2. **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)

1. **Elective Courses (9 credits):**

*Three courses from below:*

ART 319 Art History: Digital Art, Media and Visual Culture

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)

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).

## **ADDITIONAL INFORMATION**

**Difference between DMAP Minor and Certificate Programs**

The minor is intended to allow for students to go into more depth and develop more 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 the Digital Media and Literacy Certificate Programs**

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 skills to produce digital audio and/or video that may be used online.

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 consumes, 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 * Develop and submit curricular change forms for approval * Design and draft classroom equipment & workspace layouts | September 2018 |
| * Order equipment and computers | December 2018 |
| * Begin marketing of program | Spring 2019 |
| * Classroom modifications from facilities management * Receive, install, and test equipment * Professional development training | Summer 2019 |
| * Program Implementation | Fall 2019 |

## **SUMMARY**

Digital Media and Production is a focused 21st 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. 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.

*Scroll down for additional document*

**AUDIO/VIDEO PRODUCTION STUDIO EQUIPMENT**

|  |  |  |  |
| --- | --- | --- | --- |
| Unit Description | Units | Cost/Unit | Subtotals |
| Panasonic Lumix DC-GH5S Mirrorless Micro 4/3 Digital Camera | 11 | $2,297.99 | $25,277.89 |
|  |  |  |  |
| Panasonic DMW-BLF19 Rechargeable Lithium-ion Battery Pack (7.2v, 1860mAh) | 10 | $61.99 | $619.90 |
|  |  |  |  |
| Panasonic Lumix G Vario 45-200mm f/4-5.6 II Power O.I.S. Lens | 10 | $369.00 | $3,690.00 |
|  |  |  |  |
| Zeiss – Lens Care Kit | 10 | $5.99 | $59.90 |
|  |  |  |  |
| Tiffen 52mm UV Protector Filter | 10 | $6.67 | $66.70 |
|  |  |  |  |
| Hoya 52mm Variable Neutral Density Filters | 10 | $58.90 | $589.00 |
|  |  |  |  |
| Manfrotto MK290XTA3-3WUS 290 Xtera Aluminum Tripod with 804 3- Way Pan/Tilt | 10 | $145.99 | $1,459.90 |
|  |  |  |  |
| Rode VideoMic & Boompole Kit with Custom Windbreaker | 10 | $189.95 | $1,899.50 |
|  |  |  |  |
| Zoom H6 Handy Recorder with Interchangeable Microphone System | 10 | $349.99 | $3,499.90 |
|  |  |  |  |
| Zoom APH-6 Accessory Pack for the Zoom H6 Handy Digital Recorder | 10 | $59.99 | $599.90 |
|  |  |  |  |
| Bescor FP-576KB Bi-Color Wireless Control LED Studio 2-Light Kit with Battery | 3 | $439.99 | $442.99 |
|  |  |  |  |
| Impact 5-in-1 Collapsible Circular Reflector Disc (42") | 1 | $49.99 | $49.99 |
|  |  |  |  |
| Rode Procaster Broadasting Quality Two Person Podcasting Kit | 11 | $799.95 | $8,799.45 |
|  |  |  |  |
| Apple 15.4” Macbook Pro I7 Quad Core 16GB RAM | 10 | $2,449.99 | $24,499.90 |
|  |  |  |  |
| Pelican iM2700 Storm Case with Foam | 20 | $39.99 | $799.80 |
|  |  |  |  |
| Epson Stylus Pro 9800 Inkjet Printer | 1 | $4,995.00 | $4,995.00 |
|  |  |  |  |
| Sennheiser HD 280 Pro Circumaural Closed-Back Monitor Headphones | 4 | $99.95 | $399.80 |
|  |  |  |  |
| Mackie CR4 - 4” Woofer Creative Reference Multimedia Monitor (Pair) | 4 | $149.99 | $599.96 |
|  |  |  |  |
| Mac Pro 6 Core Dual GPU 3.5Ghz, 16GB | 4 | $2,999.00 | $11,996.00 |
|  |  |  |  |
| LG UltraFine 4K Display Screen Monitor | 8 | $699.00 | $5,592.00 |
| **Total** |  |  | **95937.48** |

**AUDIO/VIDEO PRODUCTION FACULTY TRAINING**

|  |  |  |  |
| --- | --- | --- | --- |
| Unit Description | Units | Cost/Unit | Subtotals |
| Cerstaffixx Training for 6 Faculty: Adobe Permiere, Photoshop and Audition | 1 | $16,300.00 | $16,300.00 |
|  |  |  |  |
| **Total** |  |  | **16300** |