

*John Ernest  
Ben English*

## UNIVERSITY FACULTY SENATE FORMS

### Academic Program Approval

This form is a routing document for the approval of new and revised academic programs. Proposing department should complete this form. For more information, call the Faculty Senate Office at 831-2921.

**Submitted by:** Rebecca Worley, Director, IMM  
**Department:** English

**Phone number:** 831-2880  
**Email:** rworley@udel.edu

**Date:** Wednesday, October 16, 2013

**Action:** Revise requirements for Interactive Media Minor to allow students to either complete Comm 408 or an approved internship as Comm 364

**Effective term:** 14F (Fall 2014)

**Current degree** BA

**Proposed change leads to the degree of:** BA

**Proposed name:** not applicable

#### Revising or Deleting:

**Undergraduate minor:** Interactive Media Minor

#### List new courses required for the new or revised curriculum. How do they support the overall program objectives of the major/minor/concentrations)?

(Be aware that approval of the curriculum is dependent upon these courses successfully passing through the Course Challenge list. If there are no new courses enter "None")

No new courses. If students select the internship option instead of Comm 408, they can receive credit for that internship through COMM 364, the internship/independent study course in the Department of Communication. That course is already established; it is "new" only as an acceptable course substitution for students in the Interactive Media Minor.

#### Explain, when appropriate, how this new/revised curriculum supports the 10 goals of undergraduate education: <http://www.ugs.udel.edu/gened/>

Because the proposed change includes an option for an internship, this modification fulfills many of the 10 General Education goals, especially number 7. Applying academic knowledge acquired in the classroom to the exigencies of the real world is what an internship does best. Given the tasks that students will undertake in completing their new media internships, they will have to think critically to solve problems and address issues (#2). Because these internships will focus on new media as communication, students will exercise their oral and written communication skills, and most definitely their information technology skills (#1). As a team member working with others in an organizational setting, they will also need to work both independently and collaboratively (#3). Because most student internships focus on the needs of non-profit organizations, student will be directly engaged in fulfilling their citizenship responsibilities (#4). And, finally, it is the goal of the Interactive Media Minor to encourage students to think of diverse and alternative ways of addressing problems (#5) and to use their creativity, technical skills, and aesthetic values in implementing solutions (#8).

**Identify other units affected by the proposed changes:**

(Attach permission from the affected units. If no other unit is affected, enter "None")

Because the Interactive Media Minor is a cross-disciplinary program, the 4 departments that make up the minor are those affected, namely English, Art, Computer Science, and Communication. However, since the course substitution takes place in the Communication department, it is the unit most affected by this change.

**Describe the rationale for the proposed program change(s):**

(Explain your reasons for creating, revising, or deleting the curriculum or program.)

Currently students in the Interactive Media Minor (IMM) complete 4 required courses, plus 2 elective courses, for a total of 18 credits. Other than those 2 elective courses, the minor offers students little flexibility. We propose offering them the option of completing the minor by doing an internship (Comm 364) or taking Comm 408, New Media Project Development, the current capstone course in the minor. The core curriculum will remain unchanged; students can still complete the minor by taking the four inter-departmental courses, plus two electives. However, they will have the option of completing an internship instead of taking Comm 408.

Students in the minor have long been encouraged to practice and hone their skills through internships. In fact, the description of the Interactive Media Minor in the university catalog states that students are "strongly encouraged to participate in an internship experience as one of these courses." Modifying the requirements for the minor further encourages students to take advantage of this option.

As the capstone course in the sequence of requirements, Comm 408 has consistently focused on the practical application of skills learned in previous courses. Based on service learning projects with local non-profit organizations, the course asks students to plan and develop communication strategies, to design prototypes, and to recommend new media applications such as web sites, streaming video, electronic communication, or other interactive features. A well-designed internship does the same.

Depending upon the student's interests, such experiential education would also provide some flexibility for students who wish to focus on visual communication, content development, social outreach, computer applications, or some other facet of new media.

Although Comm 364, that department's internship course, would be the logical option for internship credit, all of the departments involved with the Interactive Media Minor have internship courses available. Depending upon the nature of the internship and students' preferences, they could also register for internship credit through English, Art, or Computer Science, all of whom have established internship courses. The IMM faculty member from that department would supervise the internship.

Finally, during discussion of this option, IMM faculty also agreed on a procedure for approving such requests. Prior to the term in which they plan to complete their internships, students will petition the committee for approval by submitting a detailed job description, work schedule, sponsor information, and a one-page justification of their choice. The committee as a whole will review all such petitions and must approve them before students can register for the internship.


**Program Requirements:**

(Show the new or revised curriculum as it should appear in the Course Catalog. If this is a revision, be sure to indicate the changes being made to the current curriculum and **include a side-by-side comparison** of the credit distribution before and after the proposed change.)

The only change is the option to complete either an internship (Comm 366) or Comm 408 as the final capstone course.

See the attached sheet for this side by side comparison

**ROUTING AND AUTHORIZATION:** (Please do not remove supporting documentation.)

Department Chairperson  Date 10/31/13  
Dean of College \_\_\_\_\_ Date \_\_\_\_\_  
Chairperson, College Curriculum Committee \_\_\_\_\_ Date \_\_\_\_\_  
Chairperson, Senate Com. on UG or GR Studies \_\_\_\_\_ Date \_\_\_\_\_  
Chairperson, Senate Coordinating Com. \_\_\_\_\_ Date \_\_\_\_\_  
Secretary, Faculty Senate \_\_\_\_\_ Date \_\_\_\_\_  
Date of Senate Resolution \_\_\_\_\_ Date to be Effective \_\_\_\_\_  
Registrar \_\_\_\_\_ Program Code \_\_\_\_\_ Date \_\_\_\_\_  
Vice Provost for Academic Affairs & International Programs \_\_\_\_\_ Date \_\_\_\_\_  
Provost \_\_\_\_\_ Date \_\_\_\_\_  
Board of Trustee Notification \_\_\_\_\_ Date \_\_\_\_\_

## CURRENT

### MINOR IN INTERACTIVE MEDIA

For more information contact the [imm-committee@udel.edu](mailto:imm-committee@udel.edu).

Website: [www.udel.edu/interactivemedia/](http://www.udel.edu/interactivemedia/)

The minor requires a minimum of four semesters to complete following the recommended sequence of classes.

The minor requires 18 credits taken as follows:

Art 307	Interactive Media	3
CISC 103	Introduction to Computer Science with Web	3
ENGL 416	Designing Online Information	3
Comm 408	New Media Project Development	3
Two elective courses		6

#### Note about Elective Courses:

Students must take two additional courses from existing University courses approved by the Governance and Admissions Committee. These courses are approved by the student's advisor and the Governance and Admissions Committee on a student-by-student basis depending on each student's major and rationale as stated in the application to the minor. Students will be strongly encouraged to participate in an internship experience as one of these courses. There are a number of viable and pertinent internship possibilities on campus, which would enhance the student's experience.

Elective courses may be taken at any time, once approved by the Interactive Media Admissions committee.

## REVISED

### MINOR IN INTERACTIVE MEDIA

For more information contact the [imm-committee@udel.edu](mailto:imm-committee@udel.edu).

Website: [www.udel.edu/interactivemedia/](http://www.udel.edu/interactivemedia/)

The minor requires a minimum of four semesters to complete following the recommended sequence of classes.

The minor requires 18 credits taken as follows:

Art 307	Interactive Media	3
CISC 103	Introduction to Computer Science with Web	3
ENGL 416	Designing Online Information	3
Comm 408	New Media Project Development	3
	OR	
Comm 364	Independent Study/Internship	3
Two elective courses		6

#### Note about Elective Courses:

Students must take two additional courses from existing University courses approved by the Governance and Admissions Committee. These courses are approved by the student's advisor and the Governance and Admissions Committee on a student-by-student basis depending on each student's major and rationale as stated in the application to the minor. Students will be strongly encouraged to participate in an internship experience as one of these courses. There are a number of viable and pertinent internship possibilities on campus, which would enhance the student's experience.

Elective courses may be taken at any time, once approved by the Interactive Media Admissions committee.



DEPARTMENT OF ART

University of Delaware  
Newark, Delaware 19716-2311  
Ph: 302/831-2244

6 November 2013

To CAS Educational Affairs Committee:

The Department of Art supports the proposed change to the Interactive Media minor: substitution of an internship for COMM 408.

Sincerely,

A handwritten signature in black ink, appearing to read "René J. Marquez".

René J. Marquez  
Associate Professor and Interim Chair



UNIVERSITY OF  
DELAWARE

*COLLEGE OF ARTS AND SCIENCES*

DEPARTMENT OF  
COMMUNICATION

250 Pearson Hall  
University of Delaware  
Newark, Delaware 19716-2534  
302-831-8041

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# Memorandum

**To:** Members, Educational Affairs Committee, College of Arts & Sciences  
**From:** Elizabeth M. Perse, Chair, Department of Communication  
**Date:** 11/5/2013  
**Re:** Change to Interactive Media Minor

The Department of Communication endorses the proposed change to the Interactive Media Minor that proposes that students be able to complete an internship (COMM364) in place of COMM408.



## College of Engineering

DEPARTMENT OF COMPUTER  
& INFORMATION SCIENCES

101 Smith Hall  
Newark, DE 19716  
Phone: 302.831.2712  
Fax: 302.831.8458  
Email: [cis-webmaster@cis.udel.edu](mailto:cis-webmaster@cis.udel.edu)

**To:** Rebecca Worley, Director, IMM

**From:** Errol Lloyd, Chair CIS *E.L Lloyd*

**Date:** November 5, 2013

**Subject:** Support for this revision to the Interactive Media Minor

The Department of Computer and Information Sciences enthusiastically supports the option of using an internship in place of Comm 408. The use of an internship seems to be a great alternative capstone experience for students in the Interactive Media Minor. Since both the internship course and Comm 408 are in the Communications Department, this change is not expected to have any direct impact on the CIS Department.