



**UNIVERSITY OF  
GEORGIA**

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## University Council

October 15, 2021

### UNIVERSITY CURRICULUM COMMITTEE – 2021-2022

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Dear Colleagues:

The attached proposal from the Grady College of Journalism and Mass Communication for a new Graduate Certificate in New Media will be an agenda item for the October 22, 2021, Full University Curriculum Committee meeting.

Sincerely,

Susan Sanchez, Chair

University Curriculum Committee

cc: Provost S. Jack Hu  
Dr. Rahul Shrivastav

## PROPOSAL FOR A CERTIFICATE PROGRAM

**Date:** July 17, 2021

**School/College/Unit:** Grady College of Journalism and Mass Communication

**Department/Division:** New Media Institute

**Certificate Title:** Graduate Certificate in New Media

**Effective Term:** Spring 2022

**Which campus(es) will offer this certificate?** Athens

**Level:** Graduate

**CIP:** 09070201

### **Program Abstract:**

The New Media Institute (NMI) is an interdisciplinary academic unit dedicated to exploring the critical, cultural, commercial, and creative dimensions of emerging technologies. The NMI is committed to the teaching and training of new media professionals and to providing technical skills and knowledge to complement a wide range of academic disciplines and professional pursuits. The NMI brings faculty, staff, students, and industry leaders of all disciplines together in an environment dedicated to exploring the applications of new and emerging media technologies. The NMI houses the Undergraduate Certificate in New Media. The Graduate Certificate in New Media will supplement any major and is a credential that demonstrates a student's understanding of new media technologies and their applications. To support the certificate's learning objectives, students have access to hands-on classroom environments, innovative technologies, and networking opportunities. The certificate's curriculum focuses on critical investigations into the constantly changing media landscape, the development of skills to build commercial products, and the creation of projects that use new media solutions to address real-world problems. Upon approval, the Graduate Certificate in New Media will fill an existing gap in UGA graduate offerings and provide valuable and unique opportunities to students in all graduate concentrations.

## 1. Purpose and Educational Objectives

*State the purpose and educational objectives of the program. How does this program complement the mission of the institution?*

In line with the mission of the New Media Institute, the Graduate Certificate in New Media will provide students with the skills to identify emerging media trends, needs, and solutions; develop and design interactive digital media; and strategically manage a variety of emerging media platforms. The Graduate Certificate in New Media will serve the UGA mission by filling a current void in graduate teaching, service, and research offerings:

**Teaching** | The NMI is committed to serving a diverse student body by focusing on learning objectives that emphasize high-demand skills that promote student achievement across a variety of disciplines. The NMI has demonstrated a commitment to graduate education through its involvement with Grady College's major in Journalism and Mass Communication (M.A.) with an Area of Emphasis in Emerging Media. This commitment will be enhanced as the NMI furthers its teaching mission by expanding the New Media Certificate to students pursuing an existing graduate degree at the University of Georgia along with non-degree students properly admitted through the Graduate School.

**Service** | By utilizing a client-model, the Graduate Certificate in New Media will support the University's service mission by preparing students to develop and design new media solutions to real-world problems on the campus and in the community. In addition, students will have unique opportunities to participate in the curation, planning, and programming of various community-facing events such as TEDxUGA. Lastly, the NMI's involvement in the Innovation District will allow the Graduate Certificate in New Media to further serve the University and its partners through its planned integration in the ID's Project Based Discovery efforts.

**Research** | The Graduate Certificate in New Media will provide students with a collection of technology-focused hard skills to support individual and faculty-led academic pursuits and facilitate research methods involving interactive digital media across a wide array of concentrations.

## 2. Need for the Program

*Explain why this program is necessary.*

- a. **Semester/Year of Program Initiation:** Spring 2022
- b. **Semester/Year of Full Implementation of Program:** Spring 2022
- c. **Semester/Year First Certificates will be Awarded:** Spring 2023

- d. **Annual Number of Graduates Expected:** 10 to 60
- e. **Projected Future Trends for number of students enrolled in the program:**  
Maintain minimum average enrollment of 10 Students

The New Media Certificate's curriculum is applicable to a wide variety of disciplines and careers in today's technology-driven society, making it one of the largest undergraduate certificate programs on campus with over 450 students enrolling annually. With a consistent demand demonstrated by undergraduate students, the Graduate Certificate in New Media will allow the NMI to expand this unique offering to the UGA graduate student population. The Graduate Certificate in New Media will fulfill an unmet need for graduate students at the University of Georgia by providing a practical and interdisciplinary approach to high-demand technical skills.

The Graduate Certificate in New Media allows students from all disciplines to add a collection of technology-focused hard skills in interactive digital development and design that can complement any graduate degree and career path.

### 3. Student Demand

- a. **Provide documentation of evidence of student demand for this program, which may include a student survey.**

First offered in 2000, the Undergraduate Certificate in New Media has been awarded to more than 1,300 UGA students and is one of UGA's largest undergraduate certificates, with more than 450 students enrolling in NMIX courses annually. Over the years, NMI faculty have made special accommodations to allow 17 exceptional graduate students to earn the Undergraduate Certificate in New Media. The need to offer the Graduate Certificate in New Media stemmed from ongoing demand for these accommodations and feedback provided by the students who benefited from the accommodations.

To further justify and support the need, the NMI distributed a survey to an interdisciplinary sample of graduate students across campus. Of the 58 responses, 71% of respondents indicated that they would be *Somewhat to Extremely Likely* to pursue a Graduate Certificate in New Media when provided a curriculum overview and asked:

*"If the New Media Institute offered a 12-credit hour graduate certificate, how likely would you be to add the certificate to your current program of study?"*

Specifically, 24% responded *Extremely Likely*, 22% responded *Likely*, and 24% responded *Somewhat Likely*. With an array of disciplines among the respondents (30

concentrations across 5 colleges), faculty believe this sample to be representative of the overall Graduate School population.

Offering graduate students accommodations to earn the Undergraduate Certificate in New Media is not a sustainable method. With ongoing requests from graduate students across multiple disciplines, the NMI feels confident in the value of this new certificate offering. Formalizing the Graduate Certificate in New Media will provide a sustainable means for the Institute to meet increasing graduate student demand in this area of study.

**b. Provide evidence that demand will be sufficient to sustain reasonable enrollment.**

The institute does not expect, nor intend, enrollment to be as high as that of the Undergraduate Certificate in New Media; however, expressed interest over the past several years indicates the certificate could enroll 10 to 60 graduate students annually, which is on par with existing graduate certificates. However, if the demand exceeds expectations, the institute is equipped to increase capacity as needed.

**c. To what extent will minority student enrollments be greater than, less than, or equivalent to the proportion of minority students in the total student body?**

The Undergraduate Certificate in New Media has consistently enrolled a student body more diverse than the total University student body. Minority students comprise approximately 38% of the total enrolled in the Undergraduate Certificate in New Media, compared to the approximate 30% minority enrollment of the total University student body.

More so, the large majority of students enrolled in the Undergraduate Certificate in New Media are female, which defies the existing lack of gender diversity in today's technology industries and roles. Undergraduate Certificate in New Media enrollment is approximately 76% female while the University is approximately 58% female. Similar enrollment is expected in the graduate-level certificate.

**4. Program of Study**

**a. Provide a detailed program of study for the certificate program:**

Twelve credit hours are required to complete the certificate program.

**Required Courses (6 hours):**

NMIX 6110 or NMIX 6110E, New Media Production (3 hours)

NMIX 6510 or NMIX 6510S, New Media Capstone (3 hours)

**Elective Courses (6 hours):**

*Choose six hours from the following*

NMIX 6111 or NMIX 6111E, New Media Design (3 hours)

NMIX 6200, New Media Topics (3 hours)

NMIX 6310 or NMIX 6310E, Native App Development (3 hours)

NMIX 6490 or NMIX 6490E, New Media Directed Study (1-3 hours)

NMIX 7110 or NMIX 7110E, Advanced New Media Production (3 hours)

**Course Descriptions:**

NMIX 6110 or NMIX 6110E, New Media Production

Provides a solid foundation of technical skills that students can build upon for the rest of their careers. Students learn how to design, develop, and code interactive web products that function effectively across multiple platforms and are introduced to front-end web development.

NMIX 6111 or NMIX 6111E, New Media Design

Explores traditional graphic design topics such as layout, composition, imagery, and typography, as it builds a foundational knowledge of Adobe Creative Cloud. Students explore modern UX principles as they apply design thinking and problem-solving methodology to an assortment of creative projects.

NMIX 6200, New Media Topics

Exploration of specific new media topics and trends. Knowledge will be applied in various projects. Two example topics in frequent rotation are New Media & TED and New Media Photography.

NMIX 6310 or NMIX 6310E, Rich Media Production

Students learn the fundamentals of native application development for a variety of platforms with a primary focus on Apple operating systems.

NMIX 6490, New Media Directed Study

Students work on research or production projects under the direction of a New Media Institute Faculty member.

NMIX 6510 or NMIX 6510S, New Media Capstone

Build new media solutions that address specific client problems, explore and implement emerging technologies, or both. Students call upon all of the skills gained throughout the certificate journey to develop, design, and debut their projects at the end of the semester.

NMIX 7110 or NMIX 7110E, Advanced New Media Production

Provides extensive experience in the use of modern tools and frameworks to design and develop advanced interactive web products that function effectively across multiple platforms. Students develop advanced web production skills that they can draw and build on throughout their careers.

**b. Identify any new courses created for this program**

No new courses are needed for this certificate.

**5. Model Program and Accreditation**

- a. Identify any model programs, accepted disciplinary standards, and accepted curricular practices against which the proposed program could be judged. Evaluate the extent to which the proposed curriculum is consistent with these external points of reference and provide a rationale for significant inconsistencies and differences that may exist.**

As mentioned previously, the Undergraduate Certificate in New Media has been offered since 2000 with immense success. The high enrollment, consistent accomplishment of performance outcomes, and the high-quality projects developed by students in the program are all testaments to its success.

The curriculum and operations of the Graduate Certificate in New Media will be very similar to the existing Undergraduate Certificate in New Media. All NMIX classes are split level with both an undergraduate and graduate offering. The graduate sections maintain consistent learning objectives and curriculum focus as the undergraduate sections with a few key variations:

**Increased Rigor:** Graduate students enrolled in split-level NMIX classes will be required to demonstrate advanced knowledge, skills, and abilities through a combination of the following:

- Leadership in group projects
- Conducting additional research
- Completing additional assignments
- Self-directed advanced study

**Hours Required:** The Graduate Certificate in New Media is a 12-hour program, not requiring Intro to New Media and New Media Industries, as both of these courses are better suited for undergraduates - the Undergraduate Certificate in New Media requires 17 credit hours.

**Electives Allowed:** The Graduate Certificate in New Media requires 6 hours of NMIX

electives to ensure a greater depth of education in the New Media field. The Undergraduate Certificate in New Media requires undergraduates to take approved New Media-related courses in their existing discipline to satisfy the 6-hour elective requirement.

**Program Comparison:** In evaluating the opportunity to increase graduate education offerings within the Institute, faculty evaluated media and technology related programs at 51 aspirational, comparator, regional, exemplar, and noteworthy institutions. Academic, research, and professional offerings were evaluated to identify overlap and opportunity. While similarities were found, faculty have determined that the New Media Certificate is a unique offering at both the undergraduate and graduate level. Below are a few curriculum trends that most stood out:

- Many programs noted an inability to include skill-based courses due to limited technology resources, facility constraints, and an inability to keep up with current technology and industry trends. The curriculum offered by the New Media Institute is unique in that students have ongoing access to high tech teaching facilities and emerging technologies. Additionally, regular faculty and industry collaboration allows the curriculum to pivot quickly and focus on current trends.
- At other institutions, limited faculty resources led to high student-to-faculty ratios, resulting in limitations to teaching methods and hands-on instruction. The NMI's Graduate Certificate in New Media will be unique in that student-to-faculty ratios will not exceed 20:1 and all classes will take an active learning approach.
- At other institutions, related curriculum is generally offered within the boundaries of a single major. As an interdisciplinary academic unit, the New Media Institute admits students from all 18 colleges and schools at the University of Georgia. As a result, New Media Certificate courses are composed of students with diverse academic backgrounds and experiences.

**b. If program accreditation is available, provide an analysis of the ability of the program to satisfy the curricular standards of such specialized accreditation.**

As part of the Grady College of Journalism and Mass Communication, the NMI and its academic programs are reviewed every 6 years for accreditation by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). As is standard with the Undergraduate Certificate in New Media, the graduate certificate will be assessed in all future accreditation cycles.

During the most recent ACEJMC accreditation cycle in 2017, the Undergraduate Certificate in New Media was highlighted for its success.



## 6. Student Learning Outcomes

*Describe the proposed learning outcomes for the certificate program.*

### **Certificate Learning Outcomes**

#### Learning Outcome 1: Application

- Students will apply new media to build strategically-driven solutions.

#### Learning Outcome 2: Knowledge and Practice

- Students will gain a foundational knowledge of new media technologies and their use.

### **Course Learning Objectives**

#### NMIX 6110 or NMIX 6110E, New Media Production

- Design, develop, and code interactive web products that function effectively across multiple platforms.
- Gain a critical understanding of the underlying principles and theory of modern web development.
- Produce a portfolio that showcases the skills acquired in the class and can be presented to future colleagues and employers.

#### NMIX 7110 or NMIX 7110E, Advanced New Media Production

- Design and develop advanced interactive web products that function effectively across multiple platforms.
- Gain a critical understanding of advanced web development topics as dictated by industry trends and the theory that supports it.
- Develop or continue to develop a professional portfolio showcasing accomplishments and skillsets.

#### NMIX 6310 or NMIX 6310E, Rich Media Production

- Develop introductory object-oriented programming skills using a modern programming language.
- Create basic native applications targeting one or more platforms such as iOS.
- Develop or continue to develop a professional portfolio showcasing accomplishments and skillsets.

#### NMIX 6111 or NMIX 6111E, New Media Design

- Demonstrate an understanding of the fundamentals and theory of design as they apply to layout, composition, typography, imagery, interaction, UI, and UX within new media platforms.
- Develop a foundational skillset in design software including Adobe Creative Cloud, as well as other software with specialized use in new media design.

- Develop or continue to develop a professional portfolio showcasing accomplishments and skillsets.

#### NMIX 6200, New Media Topics

- Develop a critical understanding of a specific new media theory, topic, or trend.
- Explore the historical development of the theory, topic, or trend, its current uses, applications, and underlying theoretical context, and forecast future developments.
- Develop or continue to develop a professional portfolio showcasing accomplishments and skillsets.

#### NMIX 6490 or NMIX 6490E, New Media Directed Study

- Students will develop an intellectual understanding of a new media issue, topic, or technology.
- Continue to develop and finalize a professional portfolio showcasing accomplishments and skillsets.

#### NMIX 6510 or NMIX 6510S, New Media Capstone,

- Explore the real-world application of new and emerging technologies.
- Gain a critical understanding of academic and applied research, rapid prototyping, iterative development, and product marketing and presentation.
- Learn to conceptualize, plan, execute, and present new media products.
- Finalize and debut a professional portfolio showcasing accomplishments and skillsets.

## 7. Assessment

*Describe how the learning outcomes for the program will be assessed.*

A Curriculum Assessment for the Undergraduate Certificate in New Media is conducted annually by New Media Institute faculty. The Assessment, outlined further in Xitracs, measures the effectiveness of the New Media Certificate curriculum and identifies areas of excellence as well as areas that need improvement. Repurposed for graduate standards, the NMI will implement a similar model for the Graduate Certificate in New Media. The methods of assessment that will be used for the Program Learning Outcomes are as follows:

### **Assessment of Outcome 1: Application**

*Measure: Capstone Evaluation*

New Media Certificate Candidates are required to take NMIX 6510, New Media Capstone. This course is integrative and brings together knowledge and skills from all required NMIX

courses. As part of the capstone experience, candidates ideate, design, and build client projects in team settings. Faculty members and industry professionals assess the products in terms of production, design, and functionality.

## **Assessment of Outcome 2: Knowledge and Practice**

### *Measure 1: Pre-test/Post-test*

**Pre-test:** Pre-tests are administered to all students entering the program. Pre-tests are administered in NMIX 6110, New Media Production, in the first two weeks of class each semester. The evaluation aims to establish a baseline measure for students entering the program.

**Post-test:** Post-tests are administered to all students enrolled in the final course of the New Media Certificate, NMIX 6510, New Media Capstone. Post-tests are administered in the final two weeks of the course each fall and spring semester.

Post-test and pre-test results are compared to understand the growth of an average certificate candidate during their certificate journey, assessing the skills learned, knowledge gained, and experiences acquired. Student achievements are also reviewed to evaluate the certificate's role in student success within the university and industry settings.

Pre-test/Post-test questions were carefully chosen to assess new media knowledge that is expected by today's technology-centric industries. Comparisons on Pre-test and Post-test data allow faculty to better assess student learning and ensure that graduates are best prepared for employment in the tech industry and are highly qualified candidates.

### *Measure 2: Digital Portfolio*

Each certificate candidate is required to create a web portfolio. Students begin their portfolio in NMIX 6110, New Media Production, and continue to build on it in each NMIX course throughout the certificate program. The portfolio should demonstrate the ability to discover, research, and use a variety of trending new media technologies. A section must be included for each core NMIX course, elective course, and external new media activities. New Media Faculty review portfolios with assistance from New Media Advisory Council members to assess achievement of outcome.

## **Student Eligibility**

The Graduate Certificate in New Media will be available to all students pursuing an existing

graduate degree at the University of Georgia along with non-degree students properly admitted through the Graduate School.

While the certificate does require an application, there are no required criteria for admission into the certificate. However, progression is dependent on maintaining a B- or better in each certificate course. Certificate applications will follow existing procedures. Applications are open annually from October 1 to October 31 and February 1 to February 28 with admission occurring in early November and March. Certificate applications are housed on the NMI website.

Undergraduate students are not eligible to receive the Graduate Certificate in New Media. Additionally, students that have earned the Undergraduate Certificate in New Media are not permitted to also earn the Graduate Certificate in New Media (students can only pursue one of the two certificate tracks). The individual certificate courses are split-level and cannot be repeated.

## Documentation of Approval and Notification

**Proposal:** Graduate Certificate in New Media

**College:** Grady College of Journalism and Mass Communication

**Department:** New Media Institute

**Proposed Effective Term:** Spring 2022

Department:

- Entertainment and Media Studies Department Head, Dr. James Hamilton, 12/7/20
- New Media Institute Administrative Director, Ms. Megan Ward, 12/7/20

School/College:

- Grady College of Journalism and Mass Communication Associate Dean, Dr. Glen Nowak, 8/20/21
- Grady College of Journalism and Mass Communication Dean, Dr. Charles Davis, 12/7/20

Graduate School:

- Graduate School Associate Dean, Dr. Anne Shaffer, 9/22/21