SIMON FRASER UNIVERSITY
Senate Committee on University Priorities
Memorandum

TO: Senate

FROM: John Waterhouse
Chair, SCUP
Vice President, Academic

RE: Proposal for a Joint Major in Communication and Interactive Arts and Technology in the Faculty of Applied Sciences (SCUP 07-68)

DATE: December 5, 2007

At its November 21, 2007 meeting SCUP reviewed and approved the proposal from the Faculty of Applied Sciences for a Joint Major in Communication and Interactive Arts and Technology.

Motion

That Senate approve and recommend to the Board of Governors, the proposal for a Joint Major in Communication and Interactive Arts and Technology in the Faculty of Applied Sciences.

encl.

c: M. Hatala and R. Smith

SFU

OFFICE OF THE
ASSOCIATE VICE PRESIDENT ACADEMIC AND ASSOCIATE PROVOST

MEMO

To:	Senate Committee On University Priorities
FROM	Bill Krane, Chair Senate Committee on Undergraduate Studies
RE	Faculty of Applied Sciences – School of Interactive Arts and Technology (07-42)
DATE	November 13, 2007

Action undertaken by the Senate Committee on Undergraduate Studies at its meeting of November 6, 2007 gives rise to the following recommendation:

    Motion:
        "that SCUP approve and recommend to Senate the Full Program Proposal for the Joint Major in Communication and Interactive Arts and Technology."

The relevant documentation for review by SCUP is attached.

2.

PROPOSAL

Joint Major in Communication and Interactive Arts and Technology

SIAT Undergraduate Curriculum Committee
Communication Undergraduate Curriculum Committee

Simon Fraser University

Revision E – November 27, 2007

Executive Summary

A BA/BSc. Joint Major in Communication and Interactive Arts and Technology is proposed by the School of Communication and School of Interactive Arts and Technology to be administered under the Faculty of Applied Sciences.

The intent of this proposal is to bring together the expertise from these two areas and to allow for a broad and comprehensive undergraduate education at the rapidly growing area at the intersection in new media, technology and design with communication.

The majority of graduates will obtain a BA degree. To obtain a BSc degree, additional requirements must be met as specified in the Interactive Arts and Technology major program.

The proposed program addresses the following university goal as stated in the President's Agenda 2005-2009 (Michael Stevenson, June 2005)

> "we must continue to increase the diversification of our programmes, increasing the number of professional and quasi-professional programmes, as well as creating new interdisciplinary specializations."

Based upon existing courses, this program can be mounted immediately with minimum requirement for new resources.

The program will be directed by an undergraduate Coordinating Committee, comprised of two representatives from each of the School of Communication and the School of Interactive Arts and Technology.

While we expect the first students in the new joint major to be transfers from the current Communication, Interactive Arts and Technology; or TechONE programs, we are confident the program will attract new students to SFU.

Graduates of this degree will be well-prepared to move on to jobs in the growing area of new media with a broader set of skills

Approval History: SIAT Undergraduate Curriculum Committee: 16 Jan 2007
SIAT School Meeting: 25 Jan 2007
Communication Undergraduate Program Committee: 10 Jan 2007
Communication School Meeting: 14 Feb 2007

Background

Simon Fraser University has committed to expand its programming in new and emerging areas. The Interactive Arts and Technology program is one such area providing an interdisciplinary view on design at the intersection of new media, technology and the arts. On the other side, a well established program in Communication sees enormous opportunities in the study of both new media and old media transformed by new political, social, technological and economic forces. The meeting point of these two programs covers the area where the challenges of new media and technology are the most profound. The intent of this proposal is to bring together the expertise from these two areas and to allow

for a broad and comprehensive undergraduate education at the intersection of communication with new media, informatics, and design.

Credential to be awarded:

Joint Major, Interactive Arts and Technology and Communication, B.A.
Joint Major, Interactive Arts and Technology and Communication, B.Sc.

Location:

SFU, Surrey and Burnaby Campuses

Faculty/Department/School offering the new program:

School of Interactive Arts and Technology, Faculty of Applied Sciences, and
School of Communication, Faculty of Applied Sciences

Anticipated program start date:

September 2008

Description of proposed program:

a) Aims, goals, and/or objectives

The intent of this proposal is to bring together the expertise from these two areas and to allow for a broad and comprehensive undergraduate education at the intersection of new media, technology and design with communication, with minimal requirement for new resources.

b) Anticipated contribution to mandate and strategic plan of the institution

The proposed program meshes well with one of the important dimensions in which our academic programmes should be improved as stated in the President's Agenda 2005-2009 (Michael Stevenson, June 2005)

> "we must continue to increase the diversification of our programmes, increasing the number of professional and quasi-professional programmes, as well as creating new interdisciplinary specializations."

c) Target audience

The proposed curriculum will graduate Communication and Interactive Arts and Technology majors with both a social science background and a new media, technology and design background, together with sufficient concentration in both fields to gain a special competitive advantage in this new, challenging, and growing area.

This joint program is responding directly to the growing demand of the current students, recent graduates, and new industries for specialized design and technical skills in the covered areas while positioned in the broader context of social and media awareness skills. In addition to opportunities in the new media industry, graduates will be well prepared for advanced degrees in areas covering both social and technical aspects of the new media.

d) Content

Lower Division (LD) Requirements

General LD Requirements: 6 required credits

Communication LD Requirements: 24 required credits

H.

Interactive Arts and Technology: 18 required credits

Total Lower Division Requirements: 6 General + 24 CMNS + 18 IAT = 48 credits

Upper Division (UD) Requirements

Communication UD Requirements: 18 required credits plus 4 additional credits (total 22 credits)

Interactive Arts and Technology UD Requirements: 21 required credits*

*for BSc option the students must complete 30 credits of UD coursework as specified in the IAT major program

Total Upper Division Requirements: 22 Communication + 21 IAT = 43 credits

Total Requirements

Subtotal: 48 Lower Division + 43 Upper Division = 91 credits

LD or UD Electives: Students will supplement the specified courses to satisfy WQB graduation requirements

UD Electives: 3 credits selected from any university UD courses

Total: 120 credits

Note: Students must obtain a grade of C or higher in all required courses.

University Breadth Requirement:

While there are adequate B-Sci and B-SocSci courses in the required courses to satisfy the breadth requirements, 6 additional B-Hum credits will be required to complete the total breadth requirements.

University Writing Intensive Requirement:

The University lower division writing intensive requirement is satisfied by required courses CMNS-130 and CMNS 253-3. One elective course must fulfill the upper division writing requirement.

Co-Operative Education

Optional

Administered through the Communication and Interactive Arts and Technology co-op coordinators

e) Delivery Methods

Since the program is based upon existing courses, the standard delivery methods already in place for on campus education — Lecture/Lab/Tutorial — will be used.

f) Linkages between learning outcomes and curriculum design

g) Distinctive characteristics

The schools of Communication and Interactive Arts and Technology have some academic linkages through the study of new media and information technology but have not previously had a formal con-

nection. The proposed new joint major will benefit students who have otherwise been pursuing their interests through major/minor combinations. These interests are better accommodated by an interdisciplinary program.

h) Anticipated completion time

Four years.

l) Enrolment plan for the length of the program

The students will be admitted to the Joint major program from other programs at SFU or via transfer from other post-secondary institutions. The students will be primarily those who were enrolled into the Communication or Interactive Arts and Technology programs and wish to broaden their area of study through the programming offered in this Joint Program. Students in this category can enrol into the program anytime during their studies once they satisfy the criteria for enrolment into one of the major programs. Another pool of potential students is the TechONE program – a cohort program in the Faculty of Applied Sciences offered on the Surrey campus.

We will facilitate the enrolment of students into the joint program by offering Communication courses in Surrey as required by the joint programme (Note: SIAT courses are primarily offered on the Surrey campus. To raise the awareness of the SIAT program across the broader SFU student community, SIAT is exploring the option of offering some of its courses on other campuses especially in the lower division.

We are monitoring an increase of interest in the programming covered by this joint program within the current student population. Based on the current enrolment of students in the respective minor versions of both programs, on the enrolment of students in the upper division courses, and increased inquiries to student advisors we estimate the initial enrolment to be about 25 students. We expect this number to eventually reach 35-40 students per year.

The substantial interest of existing students indicates that this Joint Program will be a specific program offering that can target a new student audience resulting in increased enrolment into SFU programs.

j) Policies on student evaluation (degree requirements)

As per general regulations of the University and the Faculty of Applied Sciences.

k) Policies on faculty appointment (minimum qualifications)

Continuing faculty will hold a PhD or equivalent.

l) Policies on program assessment

All academic units at SFU are subject to external review every six years.

k) Level of support and recognition from other post-secondary institutions (including plans for admission and transfer within BC) and relevant regulatory or professional bodies

As per SFU's transfer credit procedures, students may transfer from BC colleges or universities to enrol into this program. There is no applicable regulatory or professional body in this field in BC.

n) Evidence of student interest and labour market demand

We are monitoring an increase of interest in the Joint Program within the current student body. Based on the current enrolment of students in the respective minor versions of both programs, on the enrolment of students on the upper division courses. and increased inquiries to student advisors we estimate the initial enrolment to be about 25 students.

o) Related programs at SFU and other British Columbia post-secondary institutions

The combination of these two programs is unique in the context of SFU and British Columbia.

Additional Information Required by SFU:

Contact information for the faculty member responsible for program development

Marek Hatala, School of Interactive Arts and Technology, 778-782-7431
Richard Smith, School of Communication, 778-782-5116

Summary of requirements for graduation (courses, project/thesis, etc.)

A minimum of 120 credit hours: at the 100-200 level, 48 credits including 6 credits of general science. 24 credits of Communication, and 18 credits of Interactive Arts and Technology; at the 300-400 level. 45 credits including at least 22 credits of upper division Communication and 21 credits of upper division Interactive Arts and Technology . Elective and breadth courses make up the balance of the University's degree requirements.

Summary of resources (faculty members, space, and equipment) required to implement the program

Minimal additional resources are required. The program can be accommodated with present courses and faculty. No new courses are required.

Brief description of any program and associated resources that will be reduced or eliminated when the new program is introduced

None.

Proposed Calendar Descriptions School of Interactive Arts and Technology

The following text is proposed to be placed in the *School of Interactive Arts and Technology* section under *Faculty of Applied Science*.

Joint Major in Interactive Arts & Technology and Communication

This program offers in-depth training in the area of new media. design. and informatics and combines them with the thorough understanding how information is created. coded, communicated and controlled. The graduates from this program will benefit from a unique mix of technical skill needed for creative design workers and communication theory and practice across traditional and new media.

Communication Requirements

Lower Division

CMNS 110-3 and 130-3

6 CMNS 200-level courses (18 total credits), including:

CMNS 253-3

1 of CMNS 220-3, 221-3, 223-3, or 235-3

1 of CMNS 230-3 or 240-3

1 of CMNS 226-3, 258-3 or 259-3

2 of CMNS 260-3, 261-3 or 262-3

Upper Division

5 CMNS Upper Division courses (22 credits minimum total), including

1 of CMNS 362-6 or 363-6

2 courses in any one area below:

Media & Culture: CMNS 326-4, 358-4, 426-4, 428-4, 437-4

Technology & Society: CMNS 353-4, 354-4, 358-4, 359-4, 446-4, 453-4, 454-4, 455-4

Political Economy & Policy: CMNS 333-4, 353-4, 433-4, 444-4, 446-4, 455-4

2 upper division CMNS courses of the student's own choice.

CMNS Directed Study and Field Placement courses do not count towards this Joint Major program.

Interactive Arts and Technology Requirements

Lower Division

IAT 100-3, 102-3, 201-3,

CMPT 120-3, IAT/CMPT 265-3

MACM 101-3 (for BSc degree) or MATH 130-3 (for BA degree)

IAT 222-3 or IAT 235-3

1 of IAT 202-3 (for Concentration in Media Arts), 233-3 (for Design) or 267-3 (for Informatics)

Upper Division*

IAT 402-3 and 404-3 (for BSc)

or

IAT 403-3 and 405-3 (for BA)

Plus 5 courses (minimum of 15 credits) in any area of concentration below:

Design: 5 of IAT 333-3, 334-3, 336-3, 337-3, 338-3, 431-3

Informatics: 5 of IAT 351-3, 352-3, 355-3, 410-3, 452-3, 455-3

Media Arts: 5 of IAT 313-3, 320-3, 343-3, 344-3, 443-3, 445-3

*for the BSc degree, students must ensure that they satisfy the complete BSc requirement of 30 Upper Division credits as specified in the SIAT BSc requirements in the calendar. This may require taking additional courses beyond those required by this Joint Major.

School of Communication

The following text is proposed to be placed in the *School of Communication* section under *Faculty of Applied Science.*

Joint Major in Interactive Arts & Technology and Communication

See "Joint Major in Interactive Arts & Technology and Communication" on page x for requirements.

Appendix 1: List of All Courses in the Joint Major_

There follows a list of all the courses mentioned in the joint major. All these are existing SFU courses.

CMNS Courses
1.   CMNS 110-3
2.   CMNS 130-3
3.   CMNS 220-3
4.   CMNS 221-3
5.   CMNS 223-3
6.   CMNS 226-3
7.   CMNS 230-3
8.   CMNS 235-3
9.   CMNS 240-3
10.   CMNS 253-3
11.   CMNS 258-3
12.   CMNS 259-3
13.   CMNS 260-3
14.   CMNS 261-3
15.   CMNS 262-3
16.   CMNS 326-4
17.   CMNS 353-4
18.   CMNS 354-4
19.   CMNS 358-4
20.   CMNS 359-4
21.   CMNS 362-3
22.   CMNS 363-6

23.	CMNS 426-4
24.	CMNS 428-4
25.	CMNS 437-4
26.	CMNS 446-4
27.	CMNS 453-4
28.	CMNS 454-4
29.	CMNS 455-4

SIAT Courses

1.	IAT 100-3
2.	IAT 102-3
3.	IAT 201-3
4.	IAT 202-3
5.	IAT 222-3
6.	IAT 233-3
7.	IAT 235-3
8.	IAT/CMPT 265-3
9.	IAT 267-3
10.	IAT 313-3
11.	IAT 320-3
12.	IAT 333-3
13.	IAT 334-3
14.	IAT 336-3
15.	IAT 337-3
16.	IAT 338-3
17.	IAT 343-3
18.	IAT 344-3
19.	IAT 351-3
20.	IAT 352-3
21.	IAT 355-3
22.	IAT 402-3
23.	IAT 403-3
24.	IAT 404-3
25.	IAT 405-3
26.	IAT 410-3
27.	IAT 431-3
28.	IAT 443-3
29.	IAT 445-3
30.	IAT 452-3
31.	IAT 455-3

Other Courses

1.	CMPT 120-3
2.	MACM 101-3
3.	MATH 130-3