

## MEMORANDUM

ATTENTION: Senate

TEL

FROM: Peter Keller, Vice-President, Academic and Provost, and Chair, SCUP



RE: Full Program Proposal for the Certificate in Creative Technologies in Digital Journalism (SCUP 19-17)

DATE: April 26, 2019

TIME

At its April 17, 2019 meeting, SCUP reviewed and approved the full program proposal for the Certificate in Creative Technologies in Digital Journalism within the Faculty of Communication, Art and Technology, effective Spring 2020.

**Motion:**

That Senate approve and recommend to the Board of Governors the full program proposal for the Certificate in Creative Technologies in Digital Journalism within the Faculty of Communication, Art and Technology, effective Spring 2020.

c: S. Poyntz



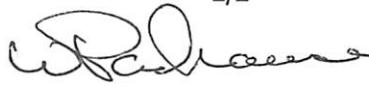
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MEMORANDUM

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ATTENTION	Senate Committee on University Priorities	DATE	April 5, 2019
FROM	Wade Parkhouse, Chair	PAGES	1/1
	Senate Committee on Undergraduate Studies		
RE:	Faculty of Communication, Art and Technology (SCUS 19-32)		

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Action undertaken by the Senate Committee on Undergraduate Studies at its meeting of April 4, 2019, gives rise to the following recommendations:

Motion

That SCUP approve and recommend to Senate the Full Program Proposal for the Certificate in Creative Technologies in Digital Journalism within the Faculty of Communication, Art and Technology.

The relevant documentation for review by SCUP is attached.



SIMON FRASER UNIVERSITY  
ENGAGING THE WORLD

**Certificate in Creative Technologies in Digital  
Journalism**

Full Program Proposal

February 4, 2019

Faculty of Communication, Art and Technology

## **1 Executive Summary**

### **a) An overview of the institution's history, mission, and academic goals:**

As Canada's engaged university, Simon Fraser University is defined by its dynamic integration of innovative education, cutting-edge research and far-reaching community engagement. SFU was founded in 1965 with a mission to bring an interdisciplinary approach to learning, embrace bold initiatives, and engage with communities near and far. Today SFU is consistently ranked amongst Canada's top comprehensive universities and is one of the world's leading teaching and research institutions.

The FCAT Certificate in Creative Technologies in Digital Journalism will build on this history and develop a unique qualification that will enable students to engage in interdisciplinary discovery, while developing competencies in areas of public communication that enable them to prepare for post-university life. The certificate will foster skills in community engagement, while fostering international exchange opportunities in an innovative program that leverages the strengths of SFU and our international partner, Griffith University.

The 23 units required to complete the certificate will be fulfilled through a combination of existing core courses from the Faculty of Communication, Art and Technology, and a selection of existing digital journalism courses from the Faculty at Griffith University. These units work in compliment with existing major and minor programs in FCAT, and so, with planning, this certificate should not extend time to graduation.

### **b) Credential to be awarded:**

Certificate in Creative Technologies in Digital Journalism

### **c) Location of program:**

SFU Burnaby, Surrey, and Vancouver Campuses

### **d) Faculty offering the proposed new program:**

The certificate will be managed by the Dean's Office of the Faculty of Communication, Art and Technology

**e) Anticipated program start date:**

January 2020

**f) Anticipated completion time:**

The certificate may be completed in three semesters of full-time study. Courses at Griffith University are offered in Trimester 1 (February-June), and so with careful planning the certificate will not extend the time for graduation. As per the SFU Calendar certificate program definition, units applied for this certificate may also count towards students' majors/minors.

**g) Summary of the proposed program**

• **Aims, goals, and objectives:**

The objective of the proposed certificate is to enable students to develop a specialized credential as part of their Major and Minor programs in FCAT in an area of increasing significance in labour markets in the Lower Mainland and across British Columbia. While a range of courses across FCAT allow students to assemble a thematic specialization in digital journalism and public communication, no single School or Program in the Faculty offers a distinct credential in this area. The FCAT Certificate in Creative Technologies in Digital Journalism will fill this gap and provide a distinct qualification not offered by other research and comprehensive universities in BC.

The certificate will support university priorities by addressing student experience and interest in programs that support transition planning for post-graduate life. It will encourage and support international student exchange by incentivizing students to pursue a portion of their undergraduate degree with our international partner. In the process, the certificate will deepen SFU's on-going relationship with Griffith University, while leveraging Griffith's unique strength in the areas of global journalism and digital journalism.

• **Contribution to the mandate and strategic plan of the institution:**

We are proposing this international certificate in response to:

- Student interest in innovative education and post-graduate transition planning;
- Student interest in creative technologies and public communication through social media and other digital formats;
- Faculty strength in the areas of public communication, journalism and design across documentary and other realist media forms;

- University priorities, including support for provision of opportunities for interdisciplinary discovery;
- Labour market opportunities across the creative technologies sector in the Lower Mainland; and,
- The demonstrated need for employees who combine literacy with new technologies and theoretical knowledge in art, design and communication.

Creative technologies emerged as a field of research and learning as new technology transformed creative endeavours in the areas of media and entertainment, fashion, advertising and public relations, music and audio design, and so on. Creative technology education focuses on the development of theoretical knowledge and technical skills in the areas of design, communication, art and technology. It is an interdisciplinary and transdisciplinary field distinguished by the ways researchers, practitioners, artists and others combine technical knowledge with competencies in symbolic design, creation, and circulation. Creative technologies are now integral to citizen engagement and drive employment opportunities in a range of areas (see 6, Evidence of Student Interest and Labour Market Demand) across the not-for-profit, government and private sectors.

Since its inception, FCAT has been a leading site for learning, research and program development in the field of creative technologies. The undergraduate Certificate in Creative Technologies in Digital Journalism will contribute to this reputation and offer students across FCAT and SFU the opportunity to pursue interdisciplinary discovery while acquiring a unique credential in the Lower Mainland at a time when the field of journalism is undergoing significant change.

Journalism has long been among the discourses of modernity that orient public attention around issues that shape the exercise of power in democracies. But changes in the political economy and technical infrastructures that undergird journalism have altered the production, circulation and consumption of news and information across societies. The emergence of complex digital media ecologies has been among the developments that have changed how news media and journalism operate. In this context, digital journalism has emerged as a field of public communication that combines journalistic traditions, with competencies across a range of platforms, media and genres of communication. The Certificate in Creative Technologies in Digital Journalism will provide students with opportunities to engage these developments through a range of critical research and technical courses drawn from across FCAT Schools and Programs at Griffith University.

- **Linkages between program outcomes and curriculum design:**

The selected courses and their designs fulfill the overall learning objectives for creative technologies, applied communication and digital journalism as set by the individual schools in the Faculty of Communication, Art and Technology and Griffith University. The curriculum and learning objectives of the selected courses in Digital Journalism support two fundamental areas of education: core and integrated knowledge. Core courses help students develop a solid understanding of new media environments, including their fundamental aesthetics and use as public platforms for information. Integrated (elective) courses introduce the different mediums and funding models for journalism and for publishing journalism, with particular attention to online platforms. They ask students to apply their experience in core courses to examine journalism as a changing form of engagement in global, digital and networked spaces, and ask students to assess the degree to which journalism successfully or unsuccessfully navigates new media environments.

- **Potential areas/sectors of employment for graduates or opportunities for further study:**

The Certificate in Creative Technologies in Digital Journalism is designed to expose students to the fields of public and applied communication and all forms of journalism. Possible sectors of employment for graduates of the Certificate in Creative Technologies in Digital Journalism include but are not limited to: journalism, public relations and communication, social media communication, digital media design, and professional, managerial and support occupations in broadcasting.

- **Delivery methods:**

Since the program is based upon existing courses, the standard delivery methods already in place for on-campus education will be used.

- **Program strengths:**

The Certificate in Creative Technologies in Digital Journalism will stand as a unique program in undergraduate curriculum at Simon Fraser University and in the Faculty of Communication, Art and Technology. The certificate takes advantage of areas in applied communication that have not yet been figured as a concentration across FCAT schools. The certificate addresses an ongoing need for an introduction to and experience in diverse forms of public communication that draw on journalistic traditions that are being transformed by digital platforms and data driven communication. The exchange component of the certificate also

allows us to build on the ongoing partnership between SFU and Griffith University and to leverage a strength in global journalism and data journalism at Griffith.

Implementing the certificate will allow FCAT to further its goal of interdisciplinarity in program development and in graduating professionals who are innovative and adept with new technologies and new mediums, allowing them to lead in the creative and communication sectors.

- **Level of support and recognition:**

As per SFU's transfer credit procedures, students may transfer from BC colleges or universities to enroll in the certificate program.

The appendix includes letters from the five directors of FCAT's schools/programs, the International Services for Students office at SFU, and Griffith University demonstrating support for the certificate program.

- **Related programs:**

An initial scan of similar undergraduate programs dealing with digital and investigative journalism in British Columbia identified the following programs:

Kwantlen Polytechnic University

- Bachelor of Journalism

Langara College

- Diploma in Journalism; and
- Certificate in Journalism

British Columbia Institute of Technology

- Broadcast and Online Journalism Diploma

The FCAT undergraduate Certificate in Creative Technologies in Digital Journalism will be the only credential offered by a research or comprehensive university in the Lower Mainland. And as certificates are secondary considerations that students complete alongside their degree, the proposed certificate is not in competition with these other programs. Comparative national programs include:

Ryerson University



- Bachelor of Journalism
- News Studies Minor

Concordia University

- Bachelor of Journalism

University of Waterloo

- BA/Diploma in Journalism with Conestoga College of Applied Arts and Technology

York University

- Joint Seneca Diploma in Broadcasting-Television and BA from York University

University of Calgary

- Bachelor of Communication and Media Studies

Note that all of the above are degree programs, not certificate programs students take in conjunction with a degree program. Further, a review of these national programs revealed primary focuses in media studies, publishing, the ideological contexts in which journalism is practiced, print journalism, television and broadcasting, narrative/storytelling, and public affairs. The only national program that provides students with the opportunity to focus on digital journalism is the Bachelor of Journalism from Ryerson University, where digital journalism is an upper division concentration option but not a requirement.

**h) Contact information:**

Stuart Poyntz, Associate Dean Academic, FCAT, 778-782-7293, [spoyntz@sfu.ca](mailto:spoyntz@sfu.ca)

Madeleine Lascelle, Project Coordinator, FCAT, 778-782-2051, [fcatproj@sfu.ca](mailto:fcatproj@sfu.ca)

## 2 Curriculum/Program Content

### 2.1 Program structure

All students undertaking the Certificate in Creative Technologies in Digital Journalism are required to fulfill pre-requisite requirements (see attached appendices).

#### Courses to be Completed:

Completion of the Certificate in Creative Technologies in Digital Journalism requires students to complete a minimum of 23 units, including:

- Two core courses in Creative Technologies at SFU
- Two to three elective courses in Digital Journalism at SFU
- Three to four elective courses from Griffith University

Two of the SFU courses (one Core and one Digital Journalism) must be completed before exchange.

### 2.2 Core courses

#### Core Creative Technology Courses

Students complete two of:

Course	Units	School	Course Name
CA 130	4	Contemporary Arts	Fundamentals of Film
CA 149	3	Contemporary Arts	Sound
CA 150	3	Contemporary Arts	Introduction to Acting
CA 160	3	Contemporary Arts	Introductory Studio in Visual Art I
CMNS 226	3	Communication	Digital Media

			CMNS Techniques
CMNS 253W	3	Communication	Introduction to Information Technology: The New Media
PUB 101	3	Publishing	The Publication of Self in Everyday Life
PUB 201	3	Publishing	The Publication of Professional Self
IAT 202	3	Interactive Arts & Technology	New Media Images
IAT 235	3	Interactive Arts & Technology	Information Design

**Digital Journalism Courses**

Students complete two to three of:

Course	Units	School	Course Name
CMNS 235	3	Communication	News Media, the Public, and Democracy
CMNS 326	4	Communication	Applied Media Workshop: On the Hill
CMNS 331	4	Communication	News Discourse as Political Communication
CMNS 325	4	Communication	Visualization &

			Visual Culture in CMNS
CMNS 425	4	Communication	Applied Communication for Social Issues
CMNS 426	4	Communication	Video Design for Social Communication
PUB 448	4	Publishing	Publishing and Social Change: Tech, Texts, and Revolution
PUB 480*	4	Publishing	Journalism as a Publishing Problem
PUB 210W	3	Publishing	Fundamentals of Professional Writing
PUB 212	3	Publishing	Public Relations & Public Engagement
PUB 332	4	Publishing	Graphic Design in Transition: Print & Digital Periodicals
IAT 313	3	Interactive Arts & Technology	Narrative and New Media
IAT 344	3	Interactive Arts & Technology	Moving Images
CA 390	4	Contemporary Arts	Filmmaking IV
CA 393	4	Contemporary Arts	Filmmaking V

\* PUB 480 is a special topics course. It is applicable as a core option only when offered as PUB 480 Journalism as a Publishing Problem.

### Griffith University Courses

Students take one of:

2506LHS	Global Journalism, Media and CMNS
OR	
2521LHS	Data Journalism

Students take two to three of:

1531QCA	Making Visual Media
1703QCA	Ideas in Interactive Media
2515LHS	Media Relations
2686QCA	The Photographic Message
2652QCA	Intro to Photo Media Practice

### 2.3 Curriculum and program goals

The educational goals of the Certificate in Creative Technologies in Digital Journalism include:

- Development of key competencies and literacies in media production across genres and platforms
- Development of a critical understanding of journalism, including data journalism and other forms of public communication in a global context
- Assessment of the role of journalism and public communication in relation to democratic cultures
- Exploration of new contexts and structures to support the ongoing development of journalism and public communication

- Exploration of potential career opportunities in journalism and public communication

The range of courses included in the Certificate in Creative Technologies in Digital Journalism offer studio-based, lab and seminar learning opportunities from across FCAT Schools and the Department of Communication and Journalism and the Queensland College of Art at Griffith University. These diverse learning environments will enable students to develop historical and conceptual understanding and practical experience addressing the history of journalism, various modes of journalistic and public communication practice, alongside an examination of current strains and crises impacting the future of journalism and public communication as fields of career development.

### **3 Program Resources**

#### **3.1 Target audience and enrolment plan**

The FCAT Certificate in Creative Technologies in Digital Journalism will better allow the Faculty to serve SFU students interested in pursuing interdisciplinary learning at the intersections of digital technology, creative endeavors, and journalism.

The proposed certificate would be targeted towards students wishing to pursue careers in the area broadly defined as applied and public communication, including advocacy-based communication, traditional, investigative and digital journalism and forms of social media engagement that are separate from marketing. Flexibility within the certificate's course options and an exchange experience with Griffith University will allow students to gain additional experience engaging with international communities.

Recruitment for the Certificate in Creative Technologies in Digital Journalism will focus on four potential target groups:

- SFU students in declared FCAT Major and Minor programs.
- SFU students interested in international engagement and applied fields of creative technology.
- Undeclared SFU students.
- Secondary School students, as part of FCAT's ongoing recruitment into our major and minor programs.

If approved through all committees by June 2019, promotion for the certificate program will begin in the fall of 2019, allowing prospective students the possibility of admission in January 2020, with the first possible exchange in February 2021. We

hope to initially admit five students into the Certificate in Creative Technologies in Digital Journalism, increasing to ten students after five years.

### **3.2 Resources**

No extra resources are required for the implementation of this certificate. All courses exist and are offered regularly, and thus, resources are already in place. Advising and management resources will be allocated within the FCAT Dean's Office under the direction of the Director of Student Affairs. The International Services for Students office (ISS) will support FCAT and Griffith University by administering the exchange component of the certificate.

Budget implications for the Faculty are negligible. However, while participation in the certificate will be undertaken as part of a student's regular course fees, full-time exchange students pay for 12 SFU units, FCAT acknowledges the added expense of exchange, including flight and cost of living in Australia. In response to these added expenses, and in order to support international mobility and engagement as part of the student experience, FCAT has created a study abroad award for students enrolled in the Certificate in Creative Technologies in Digital Journalism to assist with and help offset the costs of travel and living expenses. Additionally, SFU International Services for Students offers two open general awards for exchange students: The Diamond Family International Mobility Award and the International Mobility Award: SFU Exchange and Field School Programs. More awards are also available based on students' home faculty and destination of exchange.

## **4 Program Review and Academic/Administrative Oversight**

All academic units at SFU are subject to external review every seven years. After three years, FCAT will conduct a survey around student participation and satisfaction to gauge the certificate's fit within the objectives of the faculty.

## **5 Program Consultation**

The Faculty consulted with curriculum representatives from all of FCAT's schools/programs, and the Dean's Advisory Council throughout the NOI and FPP process and before submission to committees for approval. FCAT also met with a representative from the Teaching and Learning Centre and solicited advice and feedback from SFU's University Curriculum and Institutional Liaison and Vice-Provost and Associate Vice President, Academic.

## 6 Evidence of Student Interest and Labour Market Demand

To gauge student interest in the Certificate in Creative Technologies in Digital Journalism, FCAT sent out a survey to all undergraduate students registered in an FCAT Major or Minor program. Students were asked to rate their degree of interest in (1) accessing a certificate program that focused on digital journalism and (2) accessing a certificate program which included an international exchange component. The results of the survey (illustrated in the chart below) indicate a significant degree of student interest in both the content of the certificate and the international exchange component. The students were presented with a scale that ranged from zero to one hundred, where zero indicated no interest, fifty indicated some interest and one hundred indicated a high degree of interest.

	Number of respondents	Question #1 Median Response	Question #2 Median Response
School of Communication	100	70/100	70/100
Other FCAT Schools	77	61/100	73/100

A review of labour forecasts on the WorkBC and Stats Canada websites has identified an increasing need for professionals in fields related to applied communication, broadcasting and journalism. Evidence for the demand for these professionals is depicted in the chart below.

### Employment Growth Indexed by WorkBC

Job Title	Prov. Median Salary	BC Labour Market Outlook	Job Openings	Composition of Job Openings
Journalists (NOC 5123)	\$59,440	2017-2022= +7.5% 2022-2027= +7.7%	10-year forecast= 560	Replacement of retiring workers: 61.8%= 340  New jobs due to economic growth= 38.2%= 210
Managers-publishing, motion pictures, broadcasting and	\$57,688	2017-2022= +10.5% 2022-2027= +10.7%	10-year forecast= 1200	Replacement of retiring workers: 65.9%= 790  New jobs due to



performing arts (NOC 0512)				economic growth= 34.1%= 410
Professional Occupations in advertising, marketing and public relations (NOC 1123)	\$64,174	2017-2022= +6.6% 2022-2027= +7.5%	10-year forecast= 3,560	Replacement of retiring workers: 58.9%= 2,100  New jobs due to economic growth= 41.1%= 1,460
Senior Managers-financial, communications and other business services (NOC 0013)	\$101,360	2017-2022= +9.5% 2022-2027= +10.6%	10-year forecast= 4,550	Replacement of retiring workers: 67.2%= 3,060  New jobs due to economic growth= 32.8%= 1,490
Support Occupations in motion pictures, broadcasting, photography and the performing arts (NOC 5227)	\$49,095	2017-2022= +14.6% 2022-2027= +16.1%	10-year forecast= 1,130	Replacement of retiring workers: 34%= 380 New jobs due to economic growth= 66%= 750

**6.1 Faculty members**

Current faculty in the Faculty of Communication, Art and Technology who will teach courses incorporated in the Certificate in Creative Technologies in Digital Journalism include (but are not limited to):

- Frederik Lesage, Assistant Professor, School of Communication
- Ahmed Al-Rawi, Assistant Professor, School of Communication
- David Murphy, Senior Lecturer, School of Communication
- Christopher Jeschelnik, Lecturer, School of Communication
- Adel Iskandar, Assistant Professor, School of Communication
- Martin Laba, Associate Professor, School of Communication
- Dal Yong Jin, Professor, School of Communication
- Michael Filimowicz, Senior Lecturer, School of Interactive Arts & Technology
- Gabriela Aceves-Sepulveda, Assistant Professor, School of Interactive Arts & Technology
- Susan Clements-Vivian, Senior Lecturer, School of Interactive Arts & Technology
- Andrew Hawryshkewich, Senior Lecturer, School of Interactive Arts & Technology
- Kate Hennessy, Associate Professor, School of Interactive Arts & Technology
- Noé Rodríguez, Lecturer, School for the Contemporary Arts
- Hannah McGregor, Assistant Professor, Publishing Program
- Scott Steedman, Lecturer, Publishing Program
- Suzanne Norman, Lecturer, Publishing Program
- Natalie Gagnon, Sessional, Publishing Program
- Trevor Batty, Sessional, Publishing Program
- Eldritch Priest, Assistant Professor, Contemporary Arts
- Stefan Smulovitz, Sessional, Contemporary Arts

- Tracy Sherlock, Sessional, Publishing Program

## 7.0 Calendar Entry

Certificate in Creative Technologies in Digital Journalism

### **Certificate:**

This program provides an introduction to and experience in diverse forms of public communication that draw on journalistic traditions that are being transformed by digital platforms and data driven communication. This certificate includes a formal exchange component with Griffith University in Australia.

### **Admission Requirements:**

A student in any faculty at SFU may declare this certificate through the Faculty of Communication, Art and Technology. Normal university grade point average requirements apply for entry into all FCAT courses.

### **Program Requirements:**

Students must complete a minimum of 23 units, including core creative technologies courses, elective courses in digital journalism at SFU, and additional coursework in digital journalism at Griffith University.

### **Core Courses**

*Students will complete two of:*

- CA 130 – Fundamentals of Film (4)
- CA 149 – Sound (3)
- CA 150 – Introduction to Acting (3)
- CA 160 – Introductory Studio in Visual Art I (3)
- CMNS 226 – Digital Media Communication Techniques (3)
- CMNS 253W – Introduction to Information Technology: The New Media (3)
- PUB 101– The Publication of Self in Everyday Life (3)
- PUB 201– The Publication of the Professional Self (3)
- IAT 202– New Media Images (3)
- IAT 235– Information Design (3)

### **Digital Journalism Courses**

*Students will complete at least two of:*

- CMNS 235 – News Media, the Public, and Democracy (3)
- CMNS 325 – Visualization and Visual Culture in Communication (4)
- CMNS 326 – Applied Media Workshop: On the Hill (4)
- CMNS 331 – News Discourse as Political Communication (4)
- CMNS 425 – Applied Communication for Social Issues (4)
- CMNS 426 – Video Design for Social Communication (4)
- PUB 210W – Fundamentals of Professional Writing (3)
- PUB 212 – Public Relations and Public Engagement (3)
- PUB 332 – Graphic Design in Transition: Print & Digital Periodicals (4)
- PUB 448 – Publishing and Social Change: Tech, Texts, and Revolution (4)
- PUB 480 – Special Topics in Publishing (4)\*
- IAT 313 – Narrative and New Media (3)
- IAT 344 – Moving Images (3)
- CA 390 – Filmmaking IV (4)
- CA 393 – Filmmaking V (4)

\* PUB 480 is a special topics course. It is applicable as an option only when offered as PUB 480 Journalism as a Publishing Problem.

### **International Component**

Courses will be completed at Griffith University.

*Students will take one of:*

2506LHS – Global Journalism, Media and Communication

or,

2521LHS – Data Journalism

*And at least two of:*

1531QCA – Making Visual Media

1703QCA – Ideas in Interactive Media

2515LHS – Media Relations

2686QCA – The Photographic Message

2652QCA – Intro to Photo Media Practice

Remaining units needed to bring total units to 23 should be chosen from Digital Journalism Courses section.

## Prerequisite Structure

### SFU Core Creative Technologies Pool

CA 130	Students who have completed CA (or FPA) 132, 133, 142 or 230 may not take this course for further credit. Students with credit for FPA 130 may not take this course for further credit.  Course reserved for BFA Film students.
CA 149	Students who have taken CA (or FPA) 184 cannot take CA (or FPA) 149 for further credit. Students with credit for FPA 149 may not take this course for further credit.
CA 150	Students with credit for FPA 150 may not take this course for further credit.
CA 160	Students with credit for FPA 160 may not take this course for further credit.
CMNS 226	Pre-req: CMNS 110 and 130. CMNS 220 recommended.
CMNS 253W	Pre-req: CMNS 110 or 130.
PUB 101	
PUB 201	Pre-req: PUB 101 highly recommended.
IAT 202	Pre-req: IAT 100 and a minimum of 21 units.
IAT 235	Pre-req: Completion of 21 units and IAT 102.

### SFU Digital Journalism Pool

CMNS 235	Pre-req: CMNS 130
CMNS 325	Pre-req: 60 units, including two CMNS, IAT or FPA UD courses.

	Students with credit for CMNS 387 with subtitle "Visualization" may not take this course for further credit.
CMNS 326	Pre-req: CMNS 226 or 235; or permission
CMNS 331	Pre-req: CMNS 235 or 240
CMNS 425	Pre-req: 75 units, including CMNS 221; and one of CMNS 201 (or 260), CMNS 202 (or 262) or CMNS 261
CMNS 426	75 units, including CMNS 226 and two of CMNS 220, 326, 358.
PUB 210W	Pre-req: None
PUB 212	Pre-req: 25 units; PUB 210W highly recommended
PUB 332	Pre-req: PUB 231
PUB 448	
PUB 480*	Pre-req: Permission of instructor

IAT 313	Pre-req: 48 units
IAT 344	Pre-req: 48 units and IAT 202 or other approved digital video course.
CA 390	Pre-req: CA 231 or approval of instructor. Students with credit for FPA 390 may not take this course for further credit.
CA 393	Pre-req: CA 390 or approval of instructor. Students with credit for FPA 393 may not take this course for further credit.

Griffith: 1531QCA Making Visual Media pre-requisite: *approval from head of school.*



To whom it may concern

Re: Certificate in Creative Technologies

I am the Director of the MDM program, a joint venture between SFU, UBC, Emily Carr, and BCIT. We are provide a professional masters degree in digital media production and technology.

I have reviewed the proposal from Faculty of Communication, Art and Technology for a Certificate in Creative Technologies. It is an excellent proposal and it will provide a very interesting and useful certificate for students seeking to add a “digital” focus to their studies.

Students who graduate with this certificate (and a bachelor’s degree) would be very interesting candidates for our master’s program, so I look forward to its approval and the future students.

Yours sincerely,



Richard Smith, Professor and Director,  
Master of Digital Media Program  
Centre for Digital Media



September 12, 2018

Dr. Stuart Poyntz  
Faculty of Communication, Art and Technology  
Simon Fraser University  
8888 University Drive  
Burnaby, BC  
V5A 1S6


Dear Stuart,

On behalf of the School of Communication, I strongly support the Certificate in Creative Technologies proposed by the Faculty of Communication, Art and Technology.

From the information presented to us, we feel the Certificate in Creative Technologies, and specifically, the stream in digital journalism will further strengthen and expand on the School of Communication's courses that focus on applied media analysis and applied communication. The certificate's stream leverages existing strengths within Communication and aligns with our objectives to provide students with literacy in media and information technologies.

We look forward to the development of this program.

Sincerely,



---

Dr. Peter Chow-White  
Director  
School of Communication



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[pub-info@sfu.ca](mailto:pub-info@sfu.ca)

To the Senate Committee

September 20, 2018

I am writing in support of the FCAT NOI for a new Certificate in Creative Technologies with a focus on Digital Journalism. I have reviewed the draft NOI circulated by Dr Stuart Poyntz, and am encouraged to see this move forward.

The Publishing Program, which has offered a Masters degree (MPub) since 1995 and an Undergraduate Minor in Print and Digital Publishing since 2009, has long offered both specialist and service courses in the areas of book, magazine, and internet publishing and the functional disciplines (e.g., editorial, design, production, and management) common to all. A number of our existing courses are directly relevant to the proposed Certificate program, and I am pleased to see them included in the draft program. Our evolving curriculum has much to offer to this initiative.

This Certificate program promises subject-focused interdisciplinary engagement – both for students and for faculty – across FCAT units, something which adds structural and operational value to the SFU experience. The Certificate will further provide attractive options for undergraduate students in finding their way in the world and seeing themselves as change-makers. The proposed partnership with Griffith University in Australia seems an appropriate one for this focus, and will provide SFU students with a valuable exchange opportunity.

I hope you will see this NOI favourably and we look forward to further development of this program.

Warmly,

A handwritten signature in black ink, appearing to read "John W Maxwell". The signature is fluid and cursive, with a large initial "J" and "M".

John W Maxwell  
*Associate Professor & Director,*  
Publishing @ SFU  
Simon Fraser University  
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September 17, 2018

**RE: FCAT Certificate in Creative Technologies**

To Whom it May Concern,

As Director of the School of Interactive Arts and Technology (SIAT), I am writing to offer my support for the undergraduate certificate in Creative Technologies proposed by the Faculty of Communication, Art, and Technology (FCAT) at Simon Fraser University.

I am excited about the proposed certificate and feel it offers an important avenue for undergraduate students to explore specialized areas of study across the schools within FCAT. The focus on digital journalism is timely given the changing nature of journalism within Canada and around the world, and spans very important competencies ranging from the study and use of new media to online democracy to narrative. There are very few programs within Canada that offer this type of specialization.

The certificate includes a selection of courses from within the School of Interactive Arts and Technology:

IAT 313 – Narrative and New Media (core)

IAT 344 – Moving Images (core)

IAT 202 – New Media Images (elective)

IAT 235 – Information Design (elective)

These courses focus on the production and use of digital video, film, animation, games, visual representation, and web publishing. All of these topics are critical areas of specialization within digital journalism and creative technologies more broadly. In turn, the certificate's courses from Griffith University will offer a compelling complement to those from FCAT. I strongly support the flexible nature of the certificate's proposed stream options, such that in coming years the certificate can adapt and expand to the changing needs of students over time.

In conclusion, I am very much looking forward to seeing the FCAT Certificate in Creative Technologies in action.

Sincerely,

A handwritten signature in black ink, appearing to read "C. Neustaedter".

Dr. Carman Neustaedter

Director, School of Interactive Arts and Technology  
Associate Professor, Simon Fraser University



SCHOOL FOR THE CONTEMPORARY ARTS

Dance / Film / Music / Theatre / Visual Art / Art, Performance & Cinema Studies  
MA Comparative Media Arts / MFA Interdisciplinary Studies

Goldcorp Centre for the Arts  
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Vancouver, BC, Canada V6B 1H4

TEL 778.782.3363  
FAX 778.782.5907  
[www.sfu.ca/sca](http://www.sfu.ca/sca)

September 19, 2018

Letter of support for FCAT Certificate of Creative Technologies

I am writing in support of the Faculty of Communication, Art and Technology proposal for an undergraduate Certificate in Creative Technologies with a focus on Digital Journalism. This certificate addresses the need to provide opportunities for interdisciplinary discovery and to identify new areas of thematic specialization within our current curriculum. The certificate provides educational opportunities that currently do not exist in the School of Communication, School for Interactive Technology and Publishing and the School for the Contemporary Arts.

The Certificate in Creative Technologies explicitly acknowledges the accelerating growth of new knowledge noted in the Five Year Academic Plan by addressing the demand for credentialing in disciplinary sub-specialization and interdisciplinary thematic areas that complement the primary degree.

There is a growing expectation to provide students with opportunities to pursue studies internationally. An important element in this Certificate is the opportunity for students to broaden their learning environment by completing a semester at Griffith University in Brisbane Australia. SFU currently has a collaborative travel grant with Griffith University for researchers. This certificate will allow SFU to deepen this relationship.

The proposed Certificate pays close attention to the job market and will provide our students with a capacity to work in fields related to filmmaking, applied communication, broadcast and journalism.

I support this Certificate as it recognizes our research strengths and provides a path for students to creatively work across disciplines.

Sincerely,

A handwritten signature in cursive script that reads 'Elspeth Pratt'.

Elspeth Pratt  
Director



INTERNATIONAL  
SERVICES FOR STUDENTS

International Services for Students

October 4, 2018

STREET ADDRESS  
8888 University Drive,  
Burnaby BC Canada  
V5A 1S6

Greetings,

CONTACT  
Tel: +1.778.782.4232  
Fax: +1.778.782.5880  
sfu\_international@sfu.ca  
www.sfu.ca/international

International Services for Students hereby confirms that eligible SFU students participating in the Creative Technologies Certificate program with Griffith University will be supported through the SFU Exchange Program and the existing exchange agreement between SFU and Griffith University.

Students may apply for the exchange program at two points each year:

January 25: Exchanges in the following Summer, Fall and Spring terms

May 25: Exchanges in the following Fall and Spring terms (remaining institutions only)

Full information on the exchange program, including eligibility requirements, can be found here: [www.sfu.ca/students/studyabroad/exchanges.html](http://www.sfu.ca/students/studyabroad/exchanges.html)

The services provided to support students through the SFU Exchange Program, administered by International Services for Students, include the following:

**During Initial Application to Exchange Program:**

- Liaising with SFU partner institution to ensure accurate information on details of exchange program (eg academic and housing information)
- Hosting a student application process (including support to students in the form of delivering of information sessions, student advising, online resources)
- Selecting students for participation in the exchange program based on eligibility and selection criteria
- Administering and issuing nominations for SFU's Study Abroad Awards (multiple awards of \$1000-\$2000)

**Prior to Departure:**

- Ensuring students complete forms/waivers for the purposes of liability, FOIPOP compliance, and informed participation in the SFU Exchange Program
- Guiding students through administrative processes associated with the exchange program (eg applying for financial aid, applying to host institution, applying for immigration documents, ensuring sufficient health insurance coverage, etc)
- Liaising with various units to facilitate different aspects of student participation in exchange (eg providing information to Financial Aid and Awards to facilitate student applications for loans)
- Delivering pre-departure programming to support students' preparation for travel and transition (delivered through Canvas program and through in-person sessions - includes health and safety abroad, intercultural transition, academic transition, administrative matters, etc)
- Registering students in SFU's Travel Registry, thereby granting students access to International SOS emergency support for the duration of their exchange



INTERNATIONAL  
SERVICES FOR STUDENTS

**While Students Are Abroad:**

- Providing support to students while they are on exchange in the form of monthly check-in emails and liaising with the partner institution if needed.
- Working with SFU's Safety and Risk Services to respond appropriately in the event of an incident abroad.

**Following Students' Return to SFU:**

- Administering exchange credit process to award credit after completion of their term
- Delivering post-exchange programming to support students' transition back to SFU, and integration of their experience for the purposes of future academic and career exploration.

Should there be any questions with respect to the SFU Exchange Program itself, or how the Creative Technologies Certificate students would be supported within it, you are welcome to contact me at [issdir@sfu.ca](mailto:issdir@sfu.ca).

Sincerely,

A handwritten signature in black ink, appearing to read "Carolyn Hanna".

Carolyn Hanna  
Director, International Services for Students

23 October 2018

**Letter of support for FCAT Certificate of Creative Technologies with Simon Fraser University**

In recognition of the longstanding and successful partnership between Griffith University and Simon Fraser University (SFU) and the mutual benefit of the above mentioned 'Certificate in Creative Technologies', I am pleased to provide this letter of support.

Griffith University and Simon Fraser University first signed a Memorandum of Understanding in 2007 for academic cooperation. The partnership has since expanded to include staff and student exchange including an indigenous exchange program, extensive research collaboration across various academic disciplines and the development of a joint Griffith—SFU Collaborative Travel Grant Scheme.

This collaboration with the Faculty of Communication, Art and Technology (FCAT) builds on the strength of the existing relationship we have established with SFU. It highlights our academic strengths and synergies and emphasises our shared commitment to ensuring our students and innovative teaching and learning practices are at the core of our activities globally.

The proposed Certificate includes a combination of courses offered by SFU and Griffith University in Queensland, Australia. Under this arrangement and facilitated by the Griffith University—SFU student exchange agreement, each institution will send up to 10 students per academic year. The students coming to Griffith University will be enrolled the Certificate in Creative Technologies. Griffith University will keep SFU fully informed of any variations to the courses listed in the proposal and will liaise with FCAT to ensure that alternative courses can be arranged.

I support this Certificate of Creative Technologies and look forward to seeing it come to fruition. In the interim, if further information is required, please don't hesitate to contact [Associate Professor Elisabeth Findlay](#), Deputy Director (Learning & Teaching), Queensland College of Art or [Ms Julie Lambert](#), Manager, Griffith Global Mobility.

Yours sincerely



**Professor Sarah Todd**  
Vice President (Global)

cc. Shelly Maller, Manager, International Relations, Griffith International  
Julie Lambert, Manager, Griffith Global Mobility, Griffith International  
Heidi Piper, Director, Griffith International  
A/Professor Elisabeth Findlay, Deputy Director (Learning & Teaching), Queensland College of Art,  
Griffith University