



John R. Kasich, Governor
Jim Petro, Chancellor

University System of Ohio
Board of Regents

REQUEST AND RECOMMENDATION

MIAMI UNIVERSITY

Bachelor of Arts in Interactive Media Studies

Request:

Miami University requests approval to offer the Bachelor of Arts in Interactive Media Studies. The program will be housed in the School of Creative Arts, Armstrong Institute for Interactive Media Studies.

Background:

Miami University is a public institution located in Oxford, Ohio with two regional campuses in Middletown and Hamilton. The institution has an enrollment of more than 20,000 undergraduate students and 1,600 graduate students in programs at the associate, baccalaureate, masters and doctoral level. The Higher Learning Commission of the North Central Association of Colleges and Schools accredits Miami University until its next review in 2015.

Curriculum and Enrollment:

The Bachelor of Arts in Interactive Media Studies comprises coursework and faculty from all of the university's academic divisions. The program is composed of four parts: 1) **foundational knowledge and skills** in digital writing, information literacy, programming and design; 2) a **"making and analyzing"** track focused on the ability to make digital products (web design, flash animation, advanced 3D visualization and simulation), critically evaluate and strategically use digital products (digital branding, web and social media analysis, mass communications); 3) an **advanced track** based upon an individual student's area of interest such as game design, animation, comparative media studies; and 4) **experiential learning opportunities** at the upper level such as courses on project management, a required internship, a client-based capstone experience, and a senior thesis. Miami University anticipates an enrollment of 60 students after four years.

Graduates of the program will be employable as software developers, programmers, social media strategists, social media marketers, digital/Internet marketers, digital designers, game designers, game developers, mobile developers, web developers, and other technology-powered positions.

Faculty and Resources:

Miami University has adequate faculty, facilities, and funding to support the program.

Recommendation:

This program meets the Chancellor's standards for baccalaureate degrees and approval is recommended.

End of Comment Period: November 27, 2012
No Comments Received, Recommend Approval

RECOMMENDATION

The Vice Chancellor of Academic Affairs has verified that this institution has met the standards and requirements of the Ohio Board of Regents.

Davidson
Stephanie Davidson, Vice Chancellor, Academic Affairs

11/27/12
Date

APPROVED

Jim Petro
Jim Petro, Chancellor

11-28-12
Date

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