Concept Paper for New Degree Program Proposal

1. Program Name: MS in Media Arts and Technology, School of Media Sciences, College of Imaging Arts and Sciences
2. Justification and Goals
   1. Justification
      1. The graphic communications, printing, and publishing industries are in a state of crisis as they begin to regroup after enduring what could described as the perfect storm. The recent recession coupled with a major shift in the way information is communicated (i.e. the advent of the Internet, mobile, and social media) has profoundly changed each of these industries and is demanding a transformation. To succeed they must become a cross-media focused industry that strategizes, manages, composes, and deploys content. For the School of Media Sciences (SMS), this crisis represents an opportunity.

During the past decade, SMS has developed deep expertise in the cross-media technologies required to transform the industry and enable individual companies to succeed in this changing world. The name change from the School of Print Media to the School of Media Sciences reflects these new capabilities, and positions SMS to create a new MS Program tailored to the needs of the industry it serves.

* + 1. The proposed MS in Media Arts and Technology is a one-year MS program with a strong cross-media focus. Based on feedback from our industry partners (“these new skills are needed for our businesses to thrive”) and department heads of related RIT programs (“will be a great complement to our undergrad program”), we believe that this new program will be attractive to working professionals who want to update their skill sets as well as to students from a variety of undergraduate majors.
    2. A one-year MS format was selected to meet the needs of prospective students who are working professionals, and to make the program attractive to recent RIT graduates who would like to enhance their marketability. The proposed MS in Media Arts and Technology will complement the School of Media Sciences’ existing BS in Media Arts and Technology by extending its cross-media focus to graduate level studies. The School of Media Sciences intends to continue its current two-year MS in Print Media program and believes that there are significant synergies between the two programs.
  1. Program Goals
     1. Students will be able to combine data analytics, print, web, mobile and social media workflows to solve problems in the cross-media industry.
     2. Students will be able to guide the cross-media transformation of existing businesses.
     3. Students will be able to guide cross-media initiatives and the development of new cross-media businesses.
     4. Students will be able to design and execute a capstone project that is relevant to the cross-media industry.

1. Description of New Program
   1. Curriculum: The curriculum will require the completion of 30 units of coursework with six required courses (18 units), one capstone course (for 6 units) and 2 electives (six units). The six required courses are:
      1. Tone & Color (3)
      2. Cross-media Workflow (3)
      3. Research Methods (3)
      4. Media Business Transformation (3) – in development for the existing MS in Print Media
      5. Data Analytics (3) – in development for the existing MS in Print Media
      6. Content Management (3) – In development for the existing MS in Print Media
   2. Electives will be taken from existing SMS Electives such as Industry Trends, Contemporary Publishing, Database Publishing, and Digital Printing & Publishing. Students may also take electives from other RIT or CIAS schools with permission.
   3. Within the next three years, it is our intention to deliver at least half of the required courses and some of the elective courses online.
   4. Required baseline knowledge in English competency, cross-media technology, and statistics will be assessed via placement exams upon entry.
2. Fit with RIT Mission and Strategic Direction

RIT’s mission is to provide a broad range of career-oriented educational programs with the goal of producing innovative, creative graduates who are well prepared for their chosen careers in a global society. The MS in Media Arts and Technology is highly aligned with this mission. Its innovative curriculum prepares students to lead cross-media initiatives and transform businesses. Graduates will hone their creative skills through project-based coursework and a capstone project.

1. Synergy with Other Programs

The new one-year MS in Media Arts and Technology has a high degree of synergy with the School of Media Sciences’ existing two-year MS in Print Media. All of the required courses for the MS in Media Arts and Technology either have been or are being developed for the existing MS in Print Media. Both programs will be delivered by the same faculty. Students who want the opportunity to conduct original research will be attracted to the two-year program with its thesis requirement; students who want to create new value through cross-media initiatives and business transformation will be attracted to the one-year program.

1. Administrative Structure

The new MS program will be administered through the current School of Media Sciences Administrative Chair and Graduate Program Director.

1. Enrollment Management Expectations

The following assessment is taken from the report of the Office of Enrollment Management:

1. Impact on Resources
   1. No new resources will be needed. Initially, one-year students will fill currently available capacity in two-year MS in Print Media courses. The School of Media Sciences’ current expansion plans for laboratories and equipment will accommodate up to 20 incremental one-year students per year.
   2. Faculty teaching loads will be balanced by using teaching capacity of endowed professors expected to be hired in Fall 2013.
2. Conclusion: The new MS in Media Arts and Technology will complement the School’s existing graduate program by offering students who want to create new value through cross-media initiatives and business transformation the opportunity to master these skills in a one-year program. These students will be comprised of recent RIT graduates of programs such as Graphic Design together with graphic communication professionals who want to upgrade their skills. The target market includes nearly 5,000 School of Media Sciences alumni. Ultimately, a blend of on-campus and online courses will provide working professionals with the ability to complete their degree with limited residency requirements. Existing School of Media Sciences resources, faculty, and facilities will be used to offer the new degree.