

# ELON



MASTER'S **in**  
INTERACTIVE  
MEDIA

ACADEMIC CATALOG 2010-2011

[elon.edu/iMedia](http://elon.edu/iMedia)



**Elon University** programs are built upon the liberal arts and sciences and offer excellent professional preparation. The Martha and Spencer Love School of Business, which offers the MBA, is one of only five business schools at private institutions in North Carolina accredited by the Association to Advance Collegiate Schools of Business (AACSB International), the highest standard of achievement for business schools worldwide. The M.Ed. is offered through Elon's School of Education, which is accredited by the National Council for Accreditation of Teacher Education (NCATE). The physical therapy department at Elon offers the DPT and has earned accreditation by the Commission on Accreditation in Physical Therapy Education (CAPTE) of the American Physical Therapy Association (APTA). The Elon University School of Law opened on the Greensboro campus in August 2006 and received provisional accreditation by the American Bar Association in June 2008, the earliest possible date under accreditation guidelines. In August 2009, Elon welcomed the inaugural class of the Master of Arts in Interactive Media program, offered through the School of Communications. The school is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). Each of the graduate programs is stamped with Elon's distinctive academic approach, combining rigorous intellectual activity and practical experience. Small classes and creative, dedicated faculty make the Elon graduate experience personal, challenging, and exciting. I welcome your interest in graduate education at Elon and hope you will give serious consideration to joining our community of scholars.

Sincerely,

*Leo M. Lambert*

*President, Elon University*



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## Graduate Education at Elon

Located in the beautiful Piedmont section of North Carolina, Elon University has earned a regional and national reputation for excellence both in undergraduate and graduate programs. Academic innovation is the hallmark of an Elon education, and the Master of Business Administration (MBA), Master of Education (M.Ed.), Master of Arts in Interactive Media (M.A.), Doctor of Physical Therapy (DPT) and Juris Doctor (J.D.) programs exemplify Elon's commitment to combining a stimulating classroom environment with opportunities to apply knowledge in a practical setting.

### **MBA**

In the Elon MBA program, graduate students develop analytical and leadership skills. They learn the theories and concepts inherent in the disciplines of accounting, business administration and economics, and they prepare for business careers that require innovative leadership, a knowledge of global markets and the ability to apply sophisticated information technology. The distinctive program includes the opportunity to incorporate into their current work the skills and concepts they learn in their graduate courses. The program also includes a regularly scheduled international trip exposing students to foreign markets and the global economy. This program, designed to meet the needs of full-time working professionals, is typically completed within 21 to 33 months.

### **M.Ed.**

The M.Ed. program offers graduate licensure in elementary education (K-6), gifted education (K-12), and special education (K-12). In the M.Ed. program, students hone skills for implementing appropriate instruction and differentiating curriculum for special needs students while deepening their understanding of the different content areas. Though skill development is an important aspect of the program, empowering teachers to make professionally mature decisions and developing collaborative leadership and research expertise are also emphasized. The M.Ed. Summer Cohort program provides licensed teachers the opportunity to complete the degree in just three summers. The Advanced Track option allows students with degrees outside education to obtain initial and advanced licensure in an integrated program.

### **M.A. in Interactive Media**

In the rapidly converging world of media, the Elon Master of Arts in Interactive Media prepares students to think strategically across media platforms; to plan and create interactive media content consisting of text, images, sounds, video, and graphics; manage information for interactive news, entertainment, and strategic communications; and to



work in any profession that employs interactive media skills. The intensive 10-month, 36-hour program includes hands-on laboratory and theoretical courses along with a winter term, team-project course where students create an interactive product that involves domestic or international travel. The M.A. in Interactive Media allows students to design, produce, and create projects that are rapidly becoming the principal components of 21st century digital media.

### **DPT**

Graduate students enrolled in the Doctor of Physical Therapy program have unique opportunities to practice specific learning objectives in a variety of clinical settings. The partnership between Alamance Regional Medical Center and Elon's Department of Physical Therapy offers students a wealth of clinical and research opportunities. The philosophy of the DPT program emphasizes critical thinking, active learning, strong clinical experiences, and inquiry-based approaches to treatment and research. The program produces graduates who are highly skilled clinician generalists and compassionate individuals, well prepared for leadership as key members of a health care team.

### **J.D.**

The Elon University School of Law opened in downtown Greensboro, North Carolina, in fall 2006 with a charter class of 100 students. The school builds on Elon University's national reputation for excellence in engaged learning and leadership education. It provides experiential opportunities for law students in a learning laboratory environment, with direct access to the region's major courts, law firms and government and nonprofit agencies. Elon law students acquire excellent knowledge of the law. They develop broad lawyering skills and learn how to listen, communicate, interact effectively and resolve conflict in the broad range of complex situations lawyers confront. They are empowered to improve our system of justice and make the world a better place.

The School of Law produces a separate academic catalog, which can be accessed online at [law.elon.edu](http://law.elon.edu).

### **Visiting and contacting campus**

Visitors to the university are welcome at all times. Administrative offices are open Monday through Friday from 8 a.m. until 5 p.m. The Office of Graduate Admissions is located on the Elon campus in the Powell Building, suite 114, and can be reached at 336-278-7600 or 800-334-8448, ext. 3 (Fax: 336-278-7699). You may also wish to contact us by e-mail at [gradadm@elon.edu](mailto:gradadm@elon.edu). For information about visiting the School of Law, contact the admissions office at 336-279-9200 or [law@elon.edu](mailto:law@elon.edu).

*Elon University does not discriminate with regard to race, color, religion, sex, age, national or ethnic origin, veteran status or disability in the recruitment and admission of students, the recruitment and employment of faculty and staff or the operation of any of its programs. Students with documented disabilities may request in writing reasonable special services and accommodations. Questions should be directed to Ms. Susan Wise, disability services coordinator, Duke 108H, 336-278-6500. The university's Section 504 coordinator for students and Title IX coordinator is Ms. Jana Lynn Patterson, Moseley 206, 336-278-7200. The university's Section 504 coordinator for applicants and current employees is Mr. Ronald Klepcyk, 314 W. Haggard Ave., 336-278-5560.*

# Introduction

## **The mission of Elon University graduate programs**

Through its graduate programs, Elon University gives students the opportunity to acquire a high level of competence in their fields of interest and to gain significant experience in the application of advanced knowledge and skills. Graduate programs offered at Elon foster a stimulating intellectual community based upon close interaction with faculty, academic engagement with peers in and out of the classroom, and a university environment fully committed to supporting inquiry and research. Graduates from Elon's advanced degree programs are prepared to assume positions as active professionals committed to continued learning and to the advancement of their professions.

Elon University offers graduate programs that are:

- Connected to the university's undergraduate programs, building on existing strengths and contributing to the enhancement of the quality of the undergraduate experience.
- Committed to the broad perspective of arts and sciences.
- Distinctive, excellent in overall quality and responsive to the needs of society.
- Committed to the intellectual growth and development of each student.
- Supportive of both faculty and student scholarly activity and its dissemination to the appropriate community of scholars and practitioners.

## **History**

Elon University is a private, coeducational, comprehensive university. Founded in 1889 by the Christian Church (now United Church of Christ), it is the third largest of North Carolina's 36 private colleges and universities.

During the 1980s, Elon experienced a decade of unprecedented growth. During this time, applications doubled and enrollment increased 35 percent, making Elon one of the fastest-growing institutions in the region. Dozens of academic and student life programs were added to enrich the quality of an Elon education. Special classes and volunteer programs were developed to provide students with leadership and service opportunities. In fall 1984, the university began offering a Master of Business Administration degree through the Martha and Spencer Love School of Business. In fall 1986, a Master of Education degree was added, and in 1997, a Master of Physical Therapy degree program was established. In 2003, the Doctor of Physical Therapy replaced the MPT. The Elon



University School of Law opened in fall 2006. The Master of Arts in Interactive Media program was established in fall 2009.

Also during the '80s and '90s, the university's physical plant grew. Total campus acreage doubled, square footage of buildings increased and significant new facilities were added, including **Carol Grotnes Belk Library**, featuring 75,000 square feet with more than 250 computers, networked study rooms and multimedia and audiovisual stations; **Dalton L. McMichael Sr. Science Center**, providing 81,000 square feet of research laboratories, high-tech instrumentation and computer technology; **Moseley Campus Center**, a 74,000-square-foot student center; and **Koury Center**, a physical education, athletics and recreation complex. In the early part of the new century, Elon opened **Rhodes Stadium**, **Belk Track**, **White Field** and five pavilions in the **Academic Village**.

In the summer of 2006, Elon opened the three-story, 60,000-square-foot **Ernest A. Koury, Sr. Business Center**, home of Elon's Martha and Spencer Love School of Business. The Center includes the **LaRose Digital Theatre**; the **LabCorp Suite for Executive Education**; the **William Garrard Reed Finance Center** with real-time data from global financial markets; the **Doherty Center for Entrepreneurial Leadership**; the **Chandler Family Professional Sales Center** and the **James B. and Anne Ellington Powell Lobby**.

In the summer of 2009, Elon renovated the second floor of Powell Building to become the home of the Master of Arts in Interactive Media program. **The Powell Interactive Media Suite** houses a state-of-the-art computer laboratory/production facility and classroom. It includes five editing suites, a graduate study center, and lounge. The suite also includes a technology library that houses high definition, tapeless digital video cameras; 35mm digital still cameras; audio recorders; and other equipment to produce interactive media including booms and tripods. Offices for interactive media faculty are also located in the Powell Interactive Media Suite.



### *Location*

Elon's historic campus is ideally situated on almost 580 acres in central North Carolina, adjacent to Burlington, a city of 50,000. Elon's brick sidewalks, Georgian architecture and state-of-the-art facilities are surrounded by majestic oak trees and lovely gardens. The university is a 40-minute drive from UNC-Chapel Hill and Duke University, and 30 minutes from Greensboro, a city that regularly offers major concerts and sporting events. A dozen other colleges and universities are less than an hour away.

Downtown Greensboro is also the location of the new Elon School of Law, an 84,000-square-foot facility including a new multimillion-dollar library collection, wireless technology, courtroom and specialized labs and classrooms, adjacent to federal and state courts, government offices and major law firms.

Airline services are conveniently located at the Piedmont Triad International Airport in Greensboro and at the Raleigh-Durham International Airport. Amtrak serves Greensboro and Raleigh with daily connections to Burlington.

### *Degrees and majors*

Elon University offers 51 major fields of study leading to the bachelor of arts, bachelor of fine arts or bachelor of science degree. The university also offers a dual-degree

engineering program in cooperation with Columbia University, Penn State University, Georgia Tech, North Carolina A&T State University, North Carolina State University, Notre Dame University, Virginia Tech and Washington University in St. Louis.

Elon's graduate programs include a Master of Business Administration (MBA) at the Martha and Spencer Love School of Business; a Master of Education (M.Ed.) with specialty areas in elementary, gifted and special education; a Master of Arts in Interactive Media (M.A.) through the School of Communications; a doctor of physical therapy (DPT); and the juris doctor (J.D.) degree.

### **Enrollment**

With approximately 700 graduate and 5,000 undergraduate students, Elon is smaller than most universities. Students come from 46 states and 45 other nations, with 68 percent of enrollment coming from outside North Carolina. At Elon you won't be lost in a crowd, but you will meet and interact with many new people.

### **Accreditation**

Elon University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, GA 30033-4097; phone: 404-679-4501) to award bachelor's and master's degrees, the doctor of physical therapy degree, and the juris doctor degree.

The Master of Business Administration program is accredited by AACSB International – The Association to Advance Collegiate Schools of Business.

The Master of Education program is accredited by the National Council for Accreditation of Teacher Education and by the North Carolina State Department of Public Instruction.

The Master of Arts in Interactive Media program is a part of the School of Communications, which is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

The Doctor of Physical Therapy Program is accredited by the Commission on Accreditation in Physical Therapy Education of the American Physical Therapy Association (1111 North Fairfax Street, Alexandria, VA 22314; phone: 703-706-3245).

The Juris Doctor program received provisional accreditation from the American Bar Association in spring 2008, substantially meeting standards for curriculum, faculty, facilities, funding, library and admissions.

### **Library/technology center**

The state-of-the-art Belk Library features the latest in information technology and is located at the center of campus, convenient to all graduate classrooms. It is uniquely designed to integrate print, electronic and audiovisual resources, with an extensive program of research, tutoring and technical support available during all hours of operation to assist students and faculty. More than 200 Macintosh and Windows desktop computers and wireless laptop computers offer access to the online catalog and the Internet. Students can choose among a wide variety of individual and group study spaces while using the more than 280,000 volumes, government documents and media





resources. More than 27,000 online journals are available, as well as an extensive video and audio collection.

Belk Library also houses the Tutoring and Writing Center and the Faculty Resource Center. Please visit [www.elon.edu/library](http://www.elon.edu/library) for more information.

### *Writing assistance and computer services*

Elon has a well-established writing center located in Belk Library. Graduate students seeking assistance with writing may utilize the services of the center, including one-on-one tutoring, without charge. Graduate students may use computer labs with Internet access, and they can set up free e-mail accounts. Staff members are available to provide assistance. There are approximately 940 computer work stations on campus in 50 computer labs.

### *Career services and professional placement assistance*

The Career Center, located in Duke building, assists graduate students individually as they identify their career direction and finalize their career search. The Career Center has incorporated modern technology to provide effective student/employer matches and to assist students in accessing current employer literature. Programs for graduate students include resume referral to employers, individual job search assistance, job vacancy lists, and workshops on resume writing and job interviewing. For details, please visit [www.elon.edu/careers](http://www.elon.edu/careers).

### *Parking*

Student parking at Elon is convenient and easily accessible. For full-time students enrolled in the DPT and M.A. in Interactive Media programs, the annual fee is \$80. No parking fees apply for graduate students enrolled in the M.Ed. program. There is a \$10 annual fee for MBA students.

### *The graduate admissions process*

Elon's admissions policy encourages the selection of students who have demonstrated both academic ability and talent in their field. Each application is considered in light of all completed academic work, test scores, evidence of leadership and motivation, work history, credentials and letters of recommendation.

Applicants should consult the section in this catalog dealing with their desired degree for specific admissions requirements. This information, as well as an application, can also be obtained from the **Office of Graduate Admissions, 2750 Campus Box, Elon, NC 27244** or the **Elon Graduate Admissions Web site at [www.elon.edu/graduate](http://www.elon.edu/graduate)**. Please note that undergraduates are not permitted to register for graduate courses.

### *Basic requirements*

- Evidence of an earned bachelor's degree from an accredited college or university
- Strong undergraduate record
- Official transcripts of all undergraduate and any graduate studies completed or taken



- Three letters of recommendation
- TOEFL scores for international students, unless English is the student's native language or the language of instruction

### *Application procedures, testing, transfer credits and graduate program costs*

Since all of Elon's graduate programs differ in application procedures, testing, transfer credits and program costs, graduate students should consult the section in this catalog dealing with their desired degree for program-specific information.

### *Forms of financial assistance for graduate students*

Elon is committed to assisting eligible students in securing the necessary funds for their graduate school program. To the extent possible, eligible students receive assistance through careful planning and through accessing various forms of financial assistance.

In order to receive any type of university, state or federal funding, students must demonstrate satisfactory academic progress toward the completion of graduate degree requirements. No financial assistance is offered until an applicant has been accepted for admission to a graduate program.

### *Elon University payment program*

Elon offers a payment plan to all graduate students. The plan requires an initial payment of one-third of the total cost of the program with the remainder divided into two equal payments. For further information on this payment plan, contact the Office of Graduate Admissions at 800-334-8448, ext. 3. Students must submit a new application for each semester.

We are making a policy adjustment that will affect families that pay tuition, fees, room and board with credit cards. While we understand the reasons people choose this payment method, the university has borne the cost of paying transaction fees to the credit card companies, amounting to approximately \$1.1 million annually. We believe that money would be much better spent supporting our educational mission.

As a result, families that pay tuition statement bills with MasterCard, Discover and American Express cards will be assessed a 2.75% convenience fee. VISA credit/debit cards will no longer be accepted as payment for the tuition statement bills. Families that wish to avoid the fees are encouraged to use online checks/ACH or personal checks, wire transfers or other payment options. There will be no extra fees for other Elon transactions, such as online tickets or Phoenix Cash deposits. In addition, the university accepts American Express, VISA, MasterCard and Discover cards for payment of books.

If you have questions about the new payment options, contact the Bursar's Office.

### *Federal Stafford Loan (subsidized)*

Fixed 6.8% loans may be awarded to fully admitted students who register for at least half time and who demonstrate financial need. These loans are federally guaranteed. With these loans, no interest accrues, nor is any payment due, until six months after the student graduates or ceases to be enrolled at least half-time. Students must file the Free Application for Federal Student Aid (FAFSA) and the Elon University Financial



Aid Form to be considered for this program. These forms are available in the Financial Planning Office, 336-278-7640.

#### Federal Stafford Loan (unsubsidized)

Fixed 6.8% loans may be awarded to fully admitted students who are enrolled at least half time. Students do not need to demonstrate financial need to qualify for this program. These loans are federally insured, and no payment of principal is due until six months after the student ceases to be at least a half-time student or graduates. However, borrowers do not qualify for the federal interest subsidy, and interest accrues while the student is enrolled in school. Students must file the FAFSA and the Elon University Financial Aid form to be considered for this program. These forms are available in the Financial Planning Office, 336-278-7640.

#### The Federal Graduate PLUS Loan Program

For students who need financial assistance beyond the \$20,500 Stafford Loan maximum, there is the federal Graduate PLUS loan program. The PLUS loan allows for the deferment of repayment while the student is enrolled. The PLUS loan carries a fixed 7.9% interest rate. The maximum amount a student may borrow from the PLUS Loan program is Elon's Cost of Attendance less any Stafford Loans and other forms of financial aid a student may be receiving. Information about the Graduate PLUS Loan may be obtained from the Office of Financial Planning.

#### North Carolina Student Loan Program for Health, Science and Mathematics

Need-based loans are available for residents of North Carolina who are unconditionally accepted into a graduate program in mathematics, health or science fields. These loans are administered by the North Carolina State Education Assistance Authority. For a brochure and application, call 800-600-3453, visit [www.CFNC.org](http://www.CFNC.org) or write N.C. Health, Science and Math Student Loan Program, P.O. Box 14223, Research Triangle Park, NC 27709-4223.

#### American Physical Therapy Association

Doctor of Physical Therapy students are encouraged to contact the American Physical Therapy Association at 800-999-2782 to obtain the Financial Assistance Resource Guide. This publication lists scholarships, awards, grants and fellowships available to students and physical therapists. Minority students are encouraged to request the Minority Scholarship Financial Aid Information Packet. Copies are available in the Financial Planning Office and the Department of Physical Therapy Education.

#### Private sources

Many companies, corporations, foundations and school systems offer assistance to students based on a variety of qualifications. Students should investigate policies of their employers and check with the many local civic organizations to determine the availability of such funds and their application procedures.

Please note that federal and state loan programs are not available to international students.



**Academic regulations**

**Course registration**

Registration information is available to all students prior to registration. Students are expected to register themselves on designated days. Registration includes academic advising, selection of courses and payment of fees. As part of the preregistration/registration process, graduate faculty are available to offer advice concerning scheduling of courses and assisting with registration.

Undergraduates are not permitted to register for graduate courses.

**Changes in class schedule**

The university reserves the right to cancel or discontinue any course because of small enrollment or for other reasons deemed necessary. In order to assure quality instruction, the university reserves the right to close registration when the maximum enrollment has been reached and to make changes in schedule and/or faculty when necessary.

**Dropping courses**

A student may officially drop any class with a “W” (withdraw without penalty) halfway through the term, which includes the week of examinations. The withdrawal period applies to programs following the regular semesters and the summer sessions. After that date, no class may be dropped. Any exception to this policy is the responsibility of the appropriate academic dean’s office.

A course dropped without permission of the Registrar is automatically graded “F”

A student who withdraws from the university for any reason (except for a medical reason) receives grades of “W” if the withdrawal is before the designated half-term time period. After this time a student will receive a “W” or “F” depending on his/her grades at the time of withdrawal.

**Graduate grading system and quality points\***

Graduation is dependent upon the quality as well as the quantity of work completed. Letter grades are used. They are interpreted in the following tables, with the quality points for each hour of credit shown at right:

<b>Grade</b>	<b>Quality Points</b>
A ..... Distinguished .....	4.0
A- ..... Excellent .....	3.7
B+ ..... Above average .....	3.3
B ..... Average .....	3.0
B- ..... Below average .....	2.7
C ..... Unsatisfactory .....	2.0
F ..... Failure .....	0
I ..... Incomplete .....	0
WD ..... Medical withdrawal .....	0
W ..... Withdrawal .....	0
NR ..... No report .....	0



Pluses and minuses added to the letter grade pertain only to the MBA program. For the DPT grading system, please refer to the DPT Student Handbook. Grades of “A” through “F” are permanent grades and may not be changed except in case of error. After a professor has certified a grade to the Registrar, he or she may change it before the end of the next regular grading period. The change must be made in writing and have the written approval of the program director/committee chairperson.

An “I” grade signifies incomplete work because of illness, emergency, extreme hardship or self-paced courses. It is not given for a student missing the final examination unless excused by the Dean of Academic Affairs upon communication from the student. After the date designated on the appropriate academic calendar, “I” grades automatically change to “F” unless an extension is granted by the Dean of Academic Affairs.

\*See page 11 for specific grading details for the M.A. in Interactive Media program.

**Grade point average (GPA)**

The grade point average is computed by dividing the total quality points on work attempted at Elon University by the number of hours attempted, except for courses with grades of “WD,” “W” or “S.”

**Grading system for the M.A. in Interactive Media program**

Graduation is dependent upon the quality of work and mastery of material in the 36 hours required to complete the Master of Arts in Interactive Media. Students will be evaluated using the following grade scale:

<b>Grade</b>	<b>Evaluation</b>	<b>Credit</b>
H .....	Honors.....	3 hrs.
P .....	Pass with mastery .....	3 hrs.
L .....	Low pass .....	3 hrs.
F .....	Failure .....	0 hrs.
I .....	Incomplete	
WD .....	Medical withdrawal	
W .....	Withdrawal	
NR .....	No report	

If, in the judgment of the academic program director, faculty, and administrators of the School of Communications, a student fails to make satisfactory progress toward the completion of the degree or to demonstrate sufficient promise in the discipline, the student will not be allowed to continue in the program. Registration in the following semester for academically ineligible students will be cancelled automatically.

A student becomes academically ineligible to continue in the program for the following reason: S/he receives a grade of F, or 2 or more grades of L.

**Continuation standards and graduation requirements**

Because all of Elon’s graduate programs differ in continuation standards and graduation requirements, graduate students should consult the section in this catalog dealing with their desired degree for program-specific information.



### *Access to student educational records*

Elon University complies with the Family Educational Rights and Privacy Act of 1974. This act protects the privacy of educational records, establishes the right of students to inspect and review their educational records, and provides guidelines for the correction of inaccurate or misleading data through informal and formal hearings. Students also have the right to file complaints with the Family Educational Rights and Privacy Act Office concerning alleged failures by the institution to comply with the act.

Questions concerning the Family Educational Rights and Privacy Act may be referred to the Office of the Registrar.

### *Transcripts of student records*

Requests for copies of a student's record should be made to the **Office of the Registrar, 2106 Campus Box, Elon, NC 27244**. All graduate transcripts reflect the student's complete graduate academic record. No transcripts will be issued without the written authorization of the student. No transcript is issued for a student who has a financial obligation to the university.

### *Changes*

Adequate notice will be given to enrolled students as changes are made in the graduate programs.

### *Policies*

Instructional and financial policies not covered in this document will follow those printed in the official Elon University Academic Catalog. Students may obtain a copy of this catalog from the **Office of Admissions, 2700 Campus Box, Elon, NC 27244**. The catalog is also available online at [www.elon.edu/catalog](http://www.elon.edu/catalog).

# *The M.A. in INTERACTIVE MEDIA Program*

## ***Cutting-edge educational training***

Today's media are rapidly converging and melding into forms that combine the traditional elements of print and broadcast that are then presented in digital format. In the 21st century, however, it will not be enough to know this. Communications professionals must understand how interactive media are created, how these new forms of presentation are managed, and how their content and applications meet the purpose of the organization creating it and the needs of the audience that is being targeted.

Elon's School of Communications is uniquely positioned to offer a graduate degree in interactive media. The school has a faculty of more than 40 members who have extensive professional experience and cutting-edge facilities to guide graduate students in the Master of Arts in Interactive Media (iMedia) program to create innovative and exciting projects that are rapidly becoming the principal components of media in the 21st century. The program prepares individuals to manage, create, and produce interactive media for communication companies, and for any organization that requires digital and interactive media applications.

## ***Hands-on experience, theoretical guidance***

The Elon iMedia program is designed to immerse students in the world of media interactivity. From the August digital media workshop through the spring semester capstone project, students create a series of interactive products. They also learn how to manage and direct interactive tasks.

Working closely with faculty in classes that provide a scaffolding approach to building interactive products, the iMedia program combines a critical understanding of the purpose of interactivity with the skills required to construct complex interactive products. It includes real-world application of interactive media, as students work in teams during Elon's winter term interactive project for the public good. Because the iMedia program integrates application with media theory and management, students are prepared to be managers, producers, and creators of interactive media when they complete their course of study.

## ***The curriculum***

The iMedia program involves an intensive curriculum designed for students to complete within one academic year because of the rapidly changing world of interactive media. Students take courses beginning in August. In the fall and spring semesters, students must take five courses. All students complete a winter term course. Graduation is in May.

### Foundation courses

The iMedia program is open to students with an undergraduate degree in all disciplines. Those who have not completed undergraduate courses in media writing and in media law and ethics are required to successfully complete seminars in these two content areas unless they can prove extensive professional media experience that the School of Communications determines warrants a waiver. The seminars are provided by the School of Communications in the week before the program begins.

### iMedia curriculum

<b>Courses</b>	<b>Credit Hours</b>
<b>Required Courses (30 hours):</b>	
<b>August term</b>	
COM 520: Digital Media Workshop	3
<b>Fall term</b>	
COM 530: Theory and Audience Analysis in an Interactive Age	3
COM 540: Interactive Writing and Design	3
COM 550: Producing Interactive Media	3
COM 560: Interactive Media Strategies	3
COM 565: Visual Aesthetics	3
<b>Winter term</b>	
COM 570: Interactive Project for the Public Good	3
<b>Spring term</b>	
COM 580: Contemporary Media Issues	3
COM 590: Interactive Media Capstone	6
<b>Elective Courses (Choose two):</b>	<b>6</b>
<i>(Representative list only; others will be added as needed)</i>	
COM 561: Intellectual Property Law	(3)
COM 562: Citizen and Participatory News	(3)
COM 563: Virtual Environments	(3)
COM 564: Public Opinion Through New Media	(3)
COM 566: Interactive Media Management and Economics	(3)
COM 568: Special Topics in Interactivity	(3)
COM 569: Professional Apprenticeship	(3)
<b>Total iMedia Credit Hours</b>	<b>36</b>

### Class schedule and course load

The School of Communications schedules classes in the iMedia program in the fall, winter, and spring terms according to the undergraduate calendar of the University. The iMedia program is an intensive, full-time program. Students take one all-day, three-week course in August. In the fall semester, students take five 3-hour courses. In the winter, students take one course that requires them to leave campus. This course may have an international component. The spring semester is comprised of three 3-hour courses and one 6-hour course.

Classes that meet three times a week last 70 minutes per session. Classes that meet twice per week last 100 minutes per session. The spring capstone course will meet 3 hours, twice a week.



### Accreditation

Elon University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, GA 30033-4097; phone: 404-679-4501; [www.sacs.org](http://www.sacs.org)) to award bachelor's and master's degrees, the doctor of physical therapy degree, and the juris doctor degree. The M.A. in Interactive Media is offered through the School of Communications, which is accredited by ACEJMC (Accrediting Council on Education in Journalism and Mass Communications).

### Program learning objectives

The principal objective of the iMedia program is to produce media professionals who can create, produce, and manage interactive media projects for media corporations or for any company requiring an interactive component within its area of operation. Theory and practice are stressed throughout the program.

Upon completion of the iMedia program, students will demonstrate:

- The ability to create interactive projects through the use of media tools specific to the required task.
- Understanding of the uses of interactivity in all areas of communications.
- The theoretical foundations for using and creating interactive media.
- The ability to work as a project member and leader.

### The faculty

The faculty of the School of Communications have a well-earned reputation for being outstanding teachers and scholars in their respective areas of communications. They are considered some of the best instructors at Elon University and bring breadth of professional experience and knowledge to the classroom. They hold postgraduate degrees from universities across the country and have worked for varied media outlets on all levels. Many have won top awards as teachers, researchers, and as professional media practitioners. The iMedia faculty have diverse experiences in interactivity from both professional and academic perspectives.

The School of Communications faculty are teachers first, but they are also theorists and practitioners of media. All actively work to improve their teaching and are engaged in communications research according to their media specialty. Many serve as consultants with media companies and hold national positions with communications organizations. All of these activities serve to improve the quality of classroom instruction.

Elon's classes are small and faculty members are accessible. This atmosphere of personal attention, combined with dedication to teaching and reasonable cost, sets the School of Communications' iMedia program apart.

### Costs

Reasonable cost is one of the major benefits of the School of Communications' iMedia program. Tuition for the program includes a comprehensive software package, which contains the programs that will be used in the courses. Basic costs of the winter term course are also included when students travel away from Elon, with the exception of food and other items students might choose to purchase.

In addition, Elon offers a deferred payment plan for fall, winter and spring semesters, and loans are available. (Please see Forms of Financial Assistance for Graduate Students in the front section of this catalog.) A nonrefundable enrollment fee of \$1,000 is also required (applied to tuition at enrollment).

Graduate tuition (for entire program).....	\$30,030
Graduation fee: master's degree .....	\$110
Miscellaneous:	
Late payment.....	\$30
Late registration/re-enrollment during term .....	\$25
Payment plan fee .....	\$10
Returned check fine.....	\$20
Transcripts.....	\$5

Grades, diplomas and transcripts will be withheld until a student's financial obligations to the university are settled. A student cannot register for further coursework until financial obligations to the university are paid.

### *Refunds*

#### *Fall and spring semesters*

Tuition and fees are refunded on a pro rata basis during the first eight weeks of the semester. Any part of a week will be considered as a full week for all pro rata charges.

1st week pro rata charge .....	5%
2nd week pro rata charge.....	10%
3rd week pro rata charge.....	40%
4th week pro rata charge.....	60%
5th through 8th week pro rata charge .....	75%
9th week .....	no refund

### *iMedia student status policy*

All iMedia students are considered full time and are expected to take the full course load in order to graduate within one year.

### *iMedia admissions requirements and procedures*

The admissions policy for the iMedia program is designed to select outstanding students who have demonstrated academic ability, professional leadership, and managerial promise. Each applicant is considered in light of all completed academic work, test scores, evidence of motivation, credentials, and letters of recommendation. Experience will be considered for prospective students returning to academe from the professional world.

Application materials are available from the **Office of Graduate Admissions, 2750 Campus Box, Elon, NC 27244**, on the Elon Graduate Admissions Web site at [www.elon.edu/graduate](http://www.elon.edu/graduate) or by calling toll-free **800-334-8448, ext. 3**.

The iMedia program enrolls cohorts each July/August. Applications are evaluated on a rolling basis throughout the year. Please submit all required application materials as early as possible prior to enrollment, but no later than May 1. Completed applications should

be sent directly to the Office of Graduate Admissions and must include:

- Evidence of an earned bachelor's degree from an accredited college or university.
- Recommended GPA of 3.0 or higher for undergraduate work.
- Official transcripts of all undergraduate and any graduate studies completed or taken.
- A recommended combined verbal and quantitative score of 1000 or higher on the Graduate Record Examinations (GRE), and a score of 3.5 or higher on the 6-point analytical writing scale, taken within the last five years OR a recommended Miller Analogies Test (MAT) score of 400 or higher taken within the last five years.
- Three letters of recommendation.
- A completed application form and personal statement (instructions included with application) with a \$50 nonrefundable fee (check or money order made payable to Elon University).
- Resume (Note: A portfolio is not an admissions requirement).
- The Test of English as a Foreign Language (TOEFL) is required unless English is the student's native language or the language of instruction. A minimum TOEFL score of 550 (paper-based) or 213 (computer-based) or 79 (Internet-based) is required. English translations of transcripts and explanations of grading systems are required.
- Note: Students lacking prerequisite courses in Media Law and Ethics and Media Writing will take these courses at Elon in Summer II.

Exceptions to these requirements may be considered under special circumstances.

### Transcript requests

Contact the registrar of each college or university attended to have an official copy of all transcripts mailed to Elon University. Transcripts should be mailed directly to the **Office of Graduate Admissions, 2750 Campus Box, Elon, NC 27244**. Applicants currently enrolled should request a transcript showing completed academic work through the most recent semester of enrollment; a final transcript will also be required.

### Recommendations

Applicants should send recommendation forms to each designated individual. Those requested to provide recommendations should be aware of the applicant's academic abilities and professional potential; supervisors and faculty are preferred, not family and friends. Recommendations are confidential.

Each recommender should complete the form and return it directly to the Office of Graduate Admissions.

### Testing for iMedia students

Applicants to the iMedia program are required to take either the GRE or the MAT. Elon's GRE program code is R5183.

### *International students*

Because several months may be required to receive and process forms from international applicants, applications and complete documentation should be submitted as early as possible. The Test of English as a Foreign Language (TOEFL) is required unless English is the student's native language or the language of instruction. A minimum TOEFL score of 550 (paper-based) or 213 (computer-based) or 79 (Internet-based) is required for admission to any graduate program at Elon. Exceptions to this requirement may be considered under special circumstances.

### *Requirements for International Students on F-1 Visas*

In addition to iMedia Admissions Requirements, F-1 student applications must include:

- The Test of English as a Foreign Language (TOEFL) is required unless English is the student's native language or the language of instruction. A minimum TOEFL score of 550 (paper-based) or 213 (computer-based) or 79 (Internet-based) is required.
- An original bank statement or letter issued within the last six months.
- English translations of transcripts and explanations of grading systems are required if the transcripts are from institution(s) outside the United States.
- A completed Certificate of Financial Responsibility (CFR) is necessary prior to approval of application for admission.
- Medical insurance and immunization records (Elon requires students to maintain health insurance during the entire period of enrollment).

To maintain F-1 status, students must:

- Enroll in the program on a full-time basis. F-1 students are required to complete the program in 12 months.
- Maintain continuous enrollment with a minimum of 9 credit hours per semester (fall and spring).
- Report to the Isabella Cannon International Center (Carlton 113) at the beginning of each academic term and at any time that changes in academic or financial status occur.

### *Continuation standards*

Students are expected to complete the iMedia program during one academic year. If for any reason a student is unable to complete the requirements for graduation, the student will need to appeal to the graduate program director for permission to continue studies into a second year. Only in rare cases will continuation be granted.

### *Graduation and degree requirements*

To earn the M.A. in Interactive Media degree, the graduate student must:

- Successfully complete the 36-hour curriculum with no more than 1 L grade and no failing grades. Students who have not taken the prerequisite courses in media law and media writing as undergraduates must complete those respective seminars before beginning the program.
- Submit an application for graduation to the Registrar by the February preceding graduation date.
- Successfully complete the capstone project with approval by the instructor of

record. The project demonstrates the student's ability to create an interactive product, communicate clearly, and manage and integrate all aspects of the interactive curriculum appropriately.

It is the student's responsibility to be familiar with the preceding requirements for graduation.

## Courses Descriptions

### COM 500 0 sh

#### Seminar in Media Law and Ethics

Covers the legal and ethical dimensions of media communications across platforms, with an emphasis on First Amendment, privacy and copyright issues. Students examine historical cases, analyze the contemporary evolution of law as it relates to technological development, and discuss ethical situations that arise from the confluence of accelerated technological development and the culture's ability to understand its consequences, unintended or otherwise. Required for those without an undergraduate media law and ethics course or professional experience waiver.

**Goal:** Learn the legal foundations for freedom of speech and the press, and legal restrictions and ethical principles relevant to media practitioners.

### COM 510 0 sh

#### Seminar in Media Writing

Clear, logical writing is necessary to communicate effectively to an audience. This course focuses on background research, interviews, accuracy, attribution, and styles of writing (print, broadcast, online, news releases). Superior grammar and language skills are expected, and Associated Press style is introduced.

Required for those without an undergraduate media writing course or professional experience waiver.

**Goal:** Learn accepted practices and skills used in writing for media audiences.

### COM 520 3 sh

#### Digital Media Workshop

Provides concepts and applied skills related to visual communication, photo editing, audio processing, video capture and editing, and Web publishing. Students develop the ability to organize elements for a variety of visual effects and gain an understanding of how to use technology to create meaningful digital communication.

**Goal:** Learn about media convergence technologies, basic aesthetic principles in visual composition, and techniques applicable to audio, video, and Web production in preparation for advanced studies in electronic media production.

### COM 530 3 sh

#### Theory and Audience Analysis in an Interactive Age

Introduces students to the intellectual logistics of graduate study in general, to the historical and contemporary body of research literature in the scholarly subject area of interactive communications, and to career opportunities. Students write research papers capped by a bibliographical essay that covers books, professional journal articles, or studies focused on interactive communications.

**Goal:** Understand theoretical and historical issues related to the design, development, and production of interactive media. Develop an understanding of the audience and how to apply theory in order to effectively analyze and critique visual materials.

### COM 540 3 sh

#### Interactive Writing and Design

This course maps the divide between genres of communication traditionally taught in print or traditional forms of electronic communication to those that are now operating in digital environments where various "multimedia" are converging into a single, integrated meta-medium of practices, known as interactive writing and design.

**Goal:** Understand compositional techniques associated with producing textual information in an interactive, computer-mediated environment for news and strategic communications, how to conduct factual research, compose nonfiction articles, and create textual interactive content such as timelines, polls, and quizzes, and to assemble the elements into a single narrative.

### COM 550 3 sh

#### Producing Interactive Media

Covers the fundamental practices associated with interactive media production, including

interface design, applied multimedia and usability refinement. In the effort to provide users with optimized opportunities for choice and control, students will apply design guidelines such as Shneiderman's Eight Golden Rules and production/design trends emerging in various industries. Students will author interactive experiences and explore historical origins, as well as today's best practices.

**Goal:** Understand fundamental interactive media development concepts using common industry development tools in order to reinforce technique that may be applied beyond the scope of this course. Emerge with enhanced technical skills and theoretically-informed insights into interactivity and its increasingly significant role in a variety of communications contexts.

#### COM 560 3 sh

##### Interactive Media Strategies

An investigation of strategic issues such as new design paradigms, project workflow, information design, interactive navigation, production methodologies, and an exploration of a full range of interactive media, from web to screen devices to interactive objects and spaces.

**Goal:** Understand the technologies of new media to and how they enhance their perspectives on global business, ethical and regulatory challenges, and the effect new technologies are having on business strategy and operations.

#### COM 561 3 sh

##### Intellectual Property Law

The intersection of law and technology has always been rife with legal dilemmas. New laws often come on the heels of new technology. This course introduces one of today's flashpoints for this difficult relationship: the law of intellectual property. Today, intellectual property law is the subject of demonstrations, acts of sabotage, mass civil disobedience, bitterly fought Supreme Court cases, intense lobbying, litigation, and legislation. Digital technology makes it easier to create interactive media but perhaps also easier to violate copyright and trademark laws in the process. This course will examine intellectual property law for creative content producers, and addresses both practical considerations and public policy concerns.

**Goal:** Learn how intellectual property law (copyright and trademark law) intersects with interactive media such as web journalism, advertising, electronic databases, video games, and visual and performing arts.

#### COM 562 3 sh

##### Citizen and Participatory News

For more than two decades, the practice of journalism has changed through shifts in media technologies, corporate structure, and the organization of public life. Today, a new form of Internet journalism – citizen journalism – is taking root in which ordinary citizens are learning how to report on the people and events of the world with fresh eyes. Since the Internet became a part of everyday life in the mid-1990s, it has played an increasingly large role in the delivery of news about the world to citizens. This course explores citizen journalism and other technological shifts, with an eye to seeing how they affect journalism's role in society, and introduces conceptual and practical tools to practice journalism in today's digital environment.

**Goal:** Understand the history of changing media consumption patterns and learn techniques of journalism in digital media.

#### COM 563 3 sh

##### Virtual Environments

Study three-dimensional online environments, massively multiplayer online games (MMOG) and the phenomenon of real-time, online interaction. By examining Second Life and emerging virtual worlds, students will explore how such realms and the accompanying toolsets can be leveraged in a communications capacity, whether to create an online political presence, disseminate news, or be a virtual forum for marketing and commerce.

**Goal:** Understand past, present, and future of virtual reality, and analyse virtual reality concepts. Learn principles of crafting specialized experiences in virtual worlds; creating a virtual presence; modeling objects and environments, and scripting simple animations in Second Life.

#### COM 564 3 sh

##### Public Opinion Through New Media

With the advent of virtual communities, smart mobs, and online social networks, old questions about the meaning of human social behavior have taken on renewed significance. Although this course is grounded in theory, it is equally rooted in practice, and much of the class discussion takes place in social cyberspaces. This course requires active participation of students and a willingness to immerse in social media practices—mailing lists, web forums, blogs, wikis, chat, instant messaging, virtual worlds—for a part of every weekday during the semester.

**Goal:** Learn theories for understanding how public opinion develops, how interactive media

can be used to further public opinion in a democratic society, and what role the media play in the process.

**COM 565** 3 sh

**Visual Aesthetics**

Principles and practices associated with design as both a physical manifestation of an artistic idea and a practical expression for communicating messages through images, icons, and other elements that form the information architecture common to interactive media. Students analyze the aesthetics of artistic expression and further existing interface design skills.

**Goal:** Understand aesthetic principles underlying the interactive electronic arts, and their relation to and divergence from aesthetic principles underlying traditional forms of artistic expression.

**COM 566** 3 sh

**Interactive Media Management and Economics**

Forms of interactivity are changing economic models for media companies, corporations, and non-profit organizations seeking to communicate with desired audiences. In turn, this changing economic model influences management strategies for interactive media initiatives. In this course, students will survey economic analyses of the media and advertising industries in market economies, using that information to understand media performance.

**Goal:** Understand media economic theory and research, and how to apply such information in assessments of media performance.

**COM 568** 3 sh

**Special Topics in Interactivity**

Because of the fast-changing world of interactivity, special topics may arise periodically that the School of Communications believe warrant a special course for iMedia students. Special topics classes will be added to the curriculum in such cases as electives.

**Goal:** Learn about the newest ideas and production methods available that may not be covered in any other required or elective course.

**COM 569** 3 sh

**Professional Apprenticeship**

An independent work experience under a professional mentor provides an opportunity to acquire insights and skills in a professional environment. Students are required to work at least 240 hours in a supervised environment. Apprenticeships must be approved by the graduate program director and will be permitted only under exceptional circumstances.

**Goal:** Apply knowledge and skills they have acquired in the iMedia program to professional experiences.

**COM 570** 3 sh

**Interactive Project for the Public Good**

Students work in a team environment to create an interactive media project for the public good. In teams, they travel for approximately a week to a site to gather content through interviews, photos, audio, and video needed for the project. They then return to campus to organize this content into a project that will be accessible to the public at large. Students develop, design, and deploy original interactive projects in a deadline-driven setting.

Course may include a domestic or international fly-in component.

**Goal:** Apply skills and material learned thus far in the iMedia curriculum into practice and make a contribution to the betterment of society.

**COM 580** 3 sh

**Contemporary Media Issues**

Focuses on the historical and contemporary state of personal and public interaction with popular media within the context of technological developments and their impact on society and culture. Students study journal articles, survey research literature, and write papers on the historical trajectory of information consumption from the emergence of mass-produced, paper-based texts to the development of the World Wide Web. Students should use this course to evaluate the current ethical, political, and economic controversies that will be a part of their daily lives upon entering media professions.

**Goal:** Understand evolving and emerging issues in mass media, including economic, regulatory and technological developments and trends, and apply this knowledge to professional activities.

**COM 590** 6 sh

**Interactive Media Capstone**

Students complete a capstone interactive media project accompanied by an explanatory paper. The master's capstone project requires students to create an original, fully functional presentation for news, entertainment, informational services, or strategic communications.

**Goal:** Develop expressive ability and a conceptual framework for the design of interactive experiences and use this ability and framework to facilitate each student's talents to conceive, prototype, and produce works in various interactive media.

**Administration**

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President

**Steven D. House, B.S., Ph.D.**  
Provost and Vice President for Academic Affairs

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Dean of the School of Communications

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Program Director of interactive Media

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Assistant Program Coordinator

**Arthur W. Fadde, B.S., M.Ed.**  
Associate Dean of Admissions and Director of  
Graduate Admissions

**Mark R. Albertson, B.B.A.**  
University Registrar

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