ELON UNIVERSITY

MASTER *of* ARTS
INTERACTIVE MEDIA

ACADEMIC CATALOG **2013–14**

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Leo M. Lambert

Elon University offers outstanding graduate programs that combine the best of the liberal arts and sciences with nationally recognized engaged learning opportunities that provide excellent preparation for a career. Elon is one of only seven private universities in the nation with accredited schools of law, business, communications and education along with a chapter of Phi Beta Kappa, which recognizes excellence in the arts and sciences.

The Martha and Spencer Love School of Business, which offers the MBA, is accredited by the Association to Advance Collegiate Schools of Business (AACSB International), the highest standard of achievement for business schools worldwide. Less than 5 percent of the world's business schools have earned this marker of excellence. In addition, Bloomberg Businessweek has named Elon's MBA the #1 part-time program in the nation.

The M.Ed. is offered through Elon's School of Education, which is accredited by the National Council for Accreditation of Teacher Education (NCATE). Elon offers the Master of Arts in Interactive Media through the School of Communications. The Interactive Media program and school are both accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). Elon's Interactive Media, M.Ed. and MBA programs feature a study abroad component that offers students valuable professional experience.

The Elon University School of Law is accredited by the American Bar Association and offers a distinctive emphasis on leadership education. In addition to gaining foundational legal and teamwork skills, students have opportunities for direct client engagement and participate in a nationally recognized preceptor program in which experienced lawyers mentor students. The ABA recognized Elon Law's leadership program with the 2013 E. Smythe Gambrell Professionalism Award.

Elon's newest school is the School of Health Sciences, which offers the Doctor of Physical Therapy program and a Master of Science in Physician Assistant Studies. DPT has earned accreditation by the Commission on Accreditation in Physical Therapy Education (CAPTE) of the American Physical Therapy Association (APTA). Elon enrolled its first class of PA students in January 2013. The DPT and PA programs immerse students in rigorous science and research experiences and feature excellent clinical practicums to reinforce classroom learning. Having the DPT and PA programs together in the School of Health Sciences provides powerful synergies for students, faculty and staff, further enhancing the student experience.

Each of our graduate programs is stamped with Elon's distinctive approach to learning. Small classes, creative, dedicated faculty scholars and opportunities to gain practical experience through our exceptional engaged learning programs 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

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), Juris Doctor (J.D.) and Master of Science in Physician Assistant Studies (M.S.P.A.S.) programs exemplify Elon's commitment to combining a stimulating classroom environment with opportunities to apply knowledge in a practical setting.

MBA

The Elon MBA offers a rigorous curriculum featuring a core foundation of general management skills, career-focused specializations and a flexible schedule designed for working professionals. Ranked the # 1 part-time MBA program in the nation by Bloomberg Businessweek magazine, the Elon MBA features a careful blend of conceptual knowledge, critical thinking skills and practical exercises that enable you to develop the skills you need to apply business knowledge in many different situations, communicate effectively, understand multiple perspectives of a problem, and use ethical reasoning to determine how a proposed solution may affect your company and the wider community. Designed to be completed in 21 to 33 months, the Elon MBA also includes two regularly scheduled MBA international study trips per year.

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 program also includes a study abroad trip to Costa Rica.

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 production and theoretical courses along with a Winter Term, team-project course where students create an interactive product that involves 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 three-year, full-time 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.

PA

Elon's PA program prepares graduates to think critically and act skillfully to meet expanding health care needs in local and global communities. Students will immerse themselves in a curriculum structured around active learning strategies through collaborative work with Elon's faculty, scholars and practitioners in the field. Students will graduate from the 27-month, full-time program prepared to employ the most current knowledge to care for patients' physical, emotional, mental and spiritual needs. The Elon PA program, along with the Elon Doctor of Physical Therapy program, is housed within the School of Health Sciences.

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.

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 email at gradadm@elon.edu. For information about visiting the School of Law, contact the admissions office at 336-279-9200 or law@elon.edu.

The University does not discriminate on the basis of age, race, color, creed, sex, national or ethnic origin, disability, sexual orientation, gender identity or veteran's status or any other characteristic protected by law 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 Dr. Jana Lynn Patterson, Student Health and Wellness Suite 104, (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.

In accordance with the Student Right-to-Know and Campus Security Act, complete information regarding campus security policies and programs and campus crime statistics is available upon request from the Office of University Communications, 2030 Campus Box. Information regarding completion and graduation rates may be obtained from the Office of Admissions or at www.elon.edu/irweb. For support or to report an incident of bias, discrimination and/or harassment visit www.elon.edu/biasresponse.

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.

Elon University Honor Code

All students at Elon University pledge to abide by the Honor Code, which recognizes honesty, integrity, respect and responsibility as critical elements in upholding the values of the academic community. The current Student Handbook, www.elon.edu/students/handbook, presents sanctions and hearing procedures in detail.

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. The Master of Science in Physician Assistant Studies program began in January 2013.

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 houses DSLR cameras, which shoot still photos and high definition video. Additionally, high definition, tapeless video cameras, audio recorders, lighting kits, booms and other equipment to produce interactive media are available for checkout from the School of Communications. Offices for interactive media faculty are also located in the Powell Interactive Media Suite.

In April 2011, the Elon University Board of Trustees established the School of Health Sciences. The school is housed in the **Gerald L. Francis Center**, a renovated space that opened in Decemeber 2011 and includes classrooms, lab facilities, meeting and office space.

Location

Elon's historic campus is ideally situated on 600 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 more than 60 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, University of Notre Dame, University of South Carolina, 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 a Master of Science in Physician Assistant Studies (M.S.P.A.S.) through the School of Health Sciences; and the Juris Doctor (J.D.) degree through the School of Law.

Enrollment

With approximately 672 graduate and 5,357 undergraduate students, Elon is smaller than most universities. Students come from 48 states, the District of Columbia and 48 other nations, with approximately 75 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 to award bachelor's and master's degrees, the doctor of physical therapy degree and juris doctor degree. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4501 for questions about the accreditation of Elon University, to file a third-party comment at the time of Elon University's decennial review, or to file a complaint against Elon University for alleged non-compliance with a standard or requirement. For normal inquiries about Elon University such as admissions requirements, financial aid and educational programs, etc., contact Elon University at 336-278-2000.

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. The school and program are 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 North American Physical Therapy Association (1111 North Fairfax Street, Alexandria, VA 22314; phone: 703-706-3245; email: accreditation@apta.org; website: www.capteonline.org).

The **Juris Doctor program** is accredited by the American Bar Association (ABA).

The **Master of Science in Physician Assistant Studies program** received accreditation- provisional by the Accreditation Review Commission on Education for the Physician Assistant (ARC-PA) in September 2012. Accreditation-provisional is an accreditation status. The status indicates that the plan and resource allocation for the proposed program appear to demonstrate the program's ability to meet the ARC-PA standards, if fully implemented as planned. Accreditation-provisional does not ensure any subsequent accreditation status and is limited to no more than five years for any program.

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 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 email 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 Student Professional Development Center, located in Moseley Center, 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.

Parking

Student parking at Elon is convenient and easily accessible. For full-time students enrolled in the DPT, M.S.P.A.S. 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 **Elon Graduate Admissions website at** 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. In addition, for the M.Ed. there are alternative payment plans. For further information on payment plans, contact the Bursar's office. 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 (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. Information about the Federal Stafford Loan (unsubsidized) may be obtained from the Office of Financial Planning (elon.edu/finaidborrow).

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 (elon.edu/finaidborrow).

Forgivable Education Loans for Service

Created by the 2011 N.C. General Assembly, this program is a forgivable loan providing funding to students pursuing degrees in certain critical fields. Recipients must sign a promissory note agreeing to repay the loan by working in North Carolina in their approved field of study. Visit the College Foundation of North Carolina's website for more information (CFNC.org/FELS).

Yellow Ribbon Program

Elon's DPT program is participating in the federal government's Yellow Ribbon Program, designed to assist post-9/11 veterans with secondary and post-secondary educational opportunities. Elon's DPT program will contribute $5,000 to three post-9/11 veterans on a first-come, first-serve basis, which will be matched by the U.S. Department of Veterans Affairs.

American Physical Therapy Association

Doctor of Physical Therapy students are encouraged to review the American Physical Therapy Association website (apta.org) for information about scholarships, awards and grants. 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.

Scholarship programs

A limited number of Doctor of Physical Therapy scholarships ranging from $5,000 to $12,000 will be awarded annually to students who have demonstrated academic ability and talent as well as an enthusiasm and commitment for the physical therapy profession. Every admitted student will be considered for scholarship in light of all academic work, GRE scores, letters of recommendation, interview scores and demonstrated leadership ability. Students will be notified of their award at the time of acceptance if selected. Students who receive a scholarship are required to maintain good academic and professional standing in the program.

A number of merit-based scholarships are also available to Interactive Media students who demonstrate an enthusiasm for learning and a commitment to energizing media communication. Scholarship amounts range from $4,000 to $12,000.

A limited number of scholarships ranging from $5,000-$10,000 annually will be awarded to PA students who have demonstrated outstanding academic ability and commitment to the physician assistant profession. Each admitted student will be considered for scholarship based on the following criteria: academic record, GRE scores, letters of recommendation, interview scores, patient care experience, demonstrated service and leadership ability. Students will be notified of their award at the time of acceptance if selected. Students who receive a scholarship are required to maintain good academic and professional standing in the program

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.

DPT students follow a varied registration procedure. Please contact the program director at 336-278-6400.

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:

Grade		Quality Points
A	Distinguished	4.0
A-	Excellent	3.7
B+	Above average	3.3

Grade		Quality Points
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.

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:

Grade	Evaluation	Credit
H	Honors	3 hrs.
P	Pass with mastery	3 hrs.
L	Low pass	3 hrs.
F	Failure	0 hrs.
I	Incomplete	

Grade	Evaluation	Credit
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: She/he receives a grade of F, or 2 or more grades of L.

Grading system for the M.Ed. program

Students participating in the M.Ed. program will be evaluated using the following grade scale:

Grade	Evaluation	Points
A	Outstanding	90-100
B	Entirely Satisfactory	80-90
C	Weak	70-80
F	Unsatisfactory	<70

The M.Ed. program does not give D's as final grades. Should they be given for assignment grades, they are not considered passing.

A - Distinguished Performance

Excellent work that demonstrates not only a clear understanding of the material but also a superior ability to utilize that material in the assignment submitted. All criteria are met. The student's work goes beyond the task and contains additional, unexpected or outstanding features.

B - Average Performance

A solid piece of work that demonstrates a good understanding of the material under study and utilizes that material well in the assignment submitted. The student meets the assignment criteria, with few errors or omissions, but there are few additional, unexpected or outstanding features. A "B" is average for graduate work. The average expectations should be high for graduate students, and B's accordingly should be expected.

C - Weak Performance

Work that demonstrates a technical, or basic, understanding of the material under study and which utilizes that material adequately in the assignment submitted. The work meets the assignment criteria. In the graduate program, C's cannot really be seen as "average." After

all, a student cannot remain in the program if 2 C's are made. As such, they must be seen as "weak" rather than "average."

F - Unsatisfactory
Work is incomplete, inappropriate and/or shows little or no comprehension of the class material in the assignment submitted.

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.

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 Master of Arts in Interactive Media prepares students to think strategically across media platforms, plan and create interactive media content and manage information in a digital age.

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 projects. They also learn how to manage and direct interactive tasks.

Working closely with faculty in classes that provide a scaffolding approach to building interactive projects, 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 10 months 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 the week before the program begins.

iMedia curriculum

COURSES		CREDIT HOURS
Required Courses (27 hours):		
August term		
COM 520: Digital Media Workshop		3
Fall term		
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
Winter term		
COM 570: Interactive Project for the Public Good		3
Spring term		
COM 590: Interactive Media Capstone		6
Elective Courses (Choose three):		***9***
(Representative list only; others will be added as needed)		
COM 561: Intellectual Property Law	(3)	
COM 562: Multimedia Storytelling	(3)	
COM 563: Virtual Environments	(3)	
COM 564: Public Opinion Through New Media	(3)	
COM 566: Interactive Media Management and Economics	(3)	
COM 567: Application Development	(3)	
COM 568: Special Topics in Interactivity	(3)	
COM 569: Professional Apprenticeship	(3)	
COM 580: Contemporary Media Issues	(3)	
Total iMedia Credit Hours		***36***

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 addition, all students will be enrolled in a one-hour pro-seminar and in a one-hour video course. In the winter, students take one course that requires them to leave campus. This course has 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. Courses that meet five days per week for half the semester will meet for the same total amount of time as full-semester courses. 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) 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. The school and program are 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 faculty members 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.

Please see Forms of Financial Assistance for Graduate Students in the front section of this catalog.

Graduate tuition (for entire program) $33,784

Miscellaneous:

Late registration/re-enrollment during term $25

Returned check fine $25

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.

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 website at** 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 297 or higher on the Graduate Record Exam (or 1000 on the revised GRE taken after July 31, 2011), 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.
- In certain instances, a student's portfolio of work may be considered in addition to or instead of scores on standardized tests. Please contact Graduate Admissions if you have questions about whether your portfolio work could be used in lieu of test scores.
- Three letters of recommendation.
- A completed application form and personal statement with a $50 nonrefundable fee (paid online or with a check or money order made payable to Elon University).
- Resume.

- 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 are preferred, not family and friends. Recommendations are confidential.

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 5183 and the MAT program code is 1355.

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 enrrollment.)

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 Global Education 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.
- 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.

Course Descriptions

COM 500A *1 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 500B *1 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 525 *1 sh*
Digital Video Production

This course covers the fundamental practices associated with digital video production and storytelling. Students will receive hands on learning opportunities with cameras, sound and lighting equipment, and video editing programs.

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 aims to provide the student the fundamentals of Web programming by establishing a strong foundation in the syntax and structure of coding languages. The course will enable students to identify appropriate technologies and employ applicable problem-solving techniques to solve errors. Projects include interactive content galleries, mobile design techniques, and online portfolio creation.

Goal: To understand the roles, strengths and shortcomings of current Web-based languages, and to provide students the logic and faculties to adapt to new and emerging programming techniques and languages.

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

This course examines how cognitive, social, and affective issues apply to interaction design from both theoretical and practical approaches. It provides an overview on how interactive technologies affect users on visceral, cognitive, attitudinal, and behavioral levels. It discusses the process of user-centered design, the issues of usability, and the methods for evaluating various interactive interfaces.

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

Focuses on how intellectual property law (specifically copyright and trademark law) intersects with new and interactive media such as web journalism, advertising, electronic databases, video games, and visual and performing arts. This course addresses both practical considerations and public policy concerns.

Goal: 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 legislating. 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.

COM 562 *3 sh*

Muitimedia Storytelling

Analysis of the effective use of online tools to tell stories in journalism, documentary, corporate and marketing applications that is then applied through interactive creations such as websites. More importantly, students experiment with diverse ways of using text, graphics, photos, sound and video to effectively transmit information and to interact with users.

Goal: Learn how to use the tools of interactive media to present compelling information for varied users targeted toward multiple audiences.

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 analyze 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

This course will explore the core design components that make up the majority of interactive visual media. Through an even balance of theory (through reading and discussion), criticism (regular in-class critiques of work--both student generated and professional examples), and practice (through student project assignments) students will thoroughly explore the design of visual media, especially as it pertains to the creation of interactive products and experiences.

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 challenging and changing the 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 understand the driving forces in media management through the exploration of changing theories, content management business practices, audience measurement and analytics and the leadership vision of modern media managers.

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

COM 567 *3 sh*

Application Development

The creation of "apps" (native applications) for tablet computers and other popular mobile devices typically requires an in-depth knowledge of advanced programming languages. Building on previous experience using HTML5, CSS3 and JavaScript, students in this course will create content for tablet and mobile devices, and re-design existing Websites for optimal mobile/tablet viewing and interaction, without additional programming languages. Local device storage, GPS and device detection will also be covered.

Goal: Understand how to create applications that function on mobile devices and create "apps" using HTML5 and third-party applications specific to mobile devices.

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 571 *1 sh*

Pro-Seminar

Discussion of iMedia policies, practices and issues. Includes planning and development of winter term fly-in project; organization, planning and development of students' capstone proposals; sessions with media professionals; and workshops to develop and enhance interactive media skills beyond the classroom.

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

Leo M. Lambert, *B.S., M.Ed., Ph.D.*
President

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

Paul Parsons, *B.A., M.A., Ph.D.*
Dean of the School of Communications

David A. Copeland, *B.A., M.Div., Th.M., Ph.D.*
Program Director of interactive Media

Maggie Mullikin, *B.S.*
Coordinator of Graduate Outreach and Special Programs

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

Rodney L. Parks, *B.S., M.A. MSW, Ed.S., Ph.D.*
University Registrar

Faculty

Janna Quitney Anderson, *Associate Professor and Director of Internet Projects*
B.S., Moorhead State University; M.A., University of Memphis

Lucinda Austin, *Assistant Professor*
B.S., Radford University, M.A. and Ph.D., University of Maryland at College Park

Bryan Baker, *Coordinator of Sound and Video Projects*,
B.S., Middle Tennessee State University; M.B.A., Elon University

Brooke Barnett, *Professor and interim Associate Provost for Inclusive Community,*
B.A., Georgetown College; M.A., Ph.D., Indiana University

Connie Book, *Professor and Associate Provost for Academic Affairs*
B.A., Louisiana State University; M.Ed., Northwestern State University; Ph.D., University of Georgia

Vanessa Bravo, *Assistant Professor*
B.A., Universidad de Costa Rica; M.A., Ph.D., University of Florida

Lee Bush, *Associate Professor and Faculty Director of Live Oak Communications*
B.A., Missouri Western; MSC, Northwestern University

Paul Castro, *Associate Professor*
M.F.A., W.G.A., B.A., The University of Richmond; M.F.A., University of California, Los Angeles (UCLA)

Naeemah Clark, *Associate Professor and Director of Communications Fellows*
B.S., Florida State University; M.A., Ph.D., University of Florida

David Copeland, *A.J. Fletcher Professor and Graduate Program Director*
B.A., Wake Forest University; M.Div., Th.M., Southeastern Baptist Theological Seminary; Ph.D., The University of North Carolina at Chapel Hill

Vic Costello, *Associate Professor*
B.S., Western Carolina University; M.A., Regent University; Ph.D., University of Tennessee

Colin Donohue, *Coordinator of Student Media and Instructor in Communications*
B.A., Elon University; M.A., University of Memphis

Michael Frontani, *Associate Professor*
B.A. , M.A., The Ohio State University; M.A., University of Southern California School of Cinema and Television; Ph.D., Ohio University

Kenn Gaither, *Associate Professor and Associate Dean*
B.A., M.F.A. University of Pittsburgh; Ph.D., The University of North Carolina at Chapel Hill

Gerald Gibson, *Assistant Professor*
B.A., North Carolina State University; M.A., The University of North Carolina at Greensboro

Jessica Gisclair, *Associate Professor and Department Chair*
B.A., Nicholls State University; M.S., University of Southern Mississippi; J.D., University of Toledo College of Law

Don Grady, *Associate Professor and Associate Dean*
B.A., North Carolina State University; M.A., Ph.D., The University of North Carolina at Chapel Hill

Anthony Hatcher, *Associate Professor*
B.A., M.Ed., The University of North Carolina at Greensboro; Ph.D., The University of North Carolina at Chapel Hill

Daniel Haygood, *Assistant Professor*
B.A., North Carolina State University; M.A. , Ph.D., The University of North Carolina at Chapel Hill

Ray Johnson, *Assistant Professor*
B.S., Appalachian State University; M.Ed., M.F.A., The University of North Carolina at Greensboro

Derek Lackaff, *Assistant Professor*
B.A., University of Nebraska-Lincoln; M.A., La Trobe University; Ph.D., State University of New York at Buffalo

Rich Landesberg, *Associate Professor*
B.A., American University; M.A., Ph.D., The University of North Carolina at Chapel Hill

Byung Lee, *Associate Professor*
B.S., Seoul National University; M.A., Ph.D., University of Missouri

Julie Lellis, *Assistant Professor*
B.A., University of Richmond; M.S., Ph.D., The University of North Carolina at Chapel Hill

Harlen Makemson, *Associate Professor*
B.S., University of Kansas; M.A., University of Missouri; Ph.D., The University of North Carolina at Chapel Hill

Barbara Miller, *Associate Professor*
B.S., M.S., West Virginia University; Ph.D., The University of North Carolina at Chapel Hill

William Moner, *Assistant Professor,*
B.S., M.A., Duquesne University; Ph.D. candidate, University of Texas at Austin

Phillip Motley, *Assistant Professor*
B.F.A., Davidson College; MID, North Carolina State University

Max Negin, *Assistant Professor*
B.A., Rowan University; M.A., Temple University; M.F.A. The University of North Carolina at Greensboro

Tom Nelson, *Associate Professor*
B.A., Boston College; M.S., Syracuse University

George Padgett, *Associate Professor*
B.A., M.A., Murray State University; Ph.D., Ohio University

Randy Piland, *Senior Lecturer*
B.S., Middle Tennessee State University; M.A., Ohio University

Staci Saltz, *Lecturer*
B.A., Elon College; M.A., University of Akron

Glenn Scott, *Associate Professor*
B.A., M.A., California State University, Fresno; Ph.D., The University of North Carolina at Chapel Hill

Michael Skube, *Associate Professor*
B.A., Louisiana State University; Pulitzer Prize winner for distinguished commentary, 1989

Amanda Sturgill, *Associate Professor*
B.A., University of South Carolina; M.S., Ph.D., Cornell University

Nagatha Tonkins, *Director of Internships and Assistant Professor*
B.A, M.A., North Carolina A&T State University

Nicole Triche, *Assistant Professor and Director of the elondoc Program*
B.S., Appalachian State University; M.F.A., The University of North Carolina at Greensboro

Brian Walsh, *Assistant Professor*
B.A., The University of North Carolina at Chapel Hill; M.F.A., California Institute of the Arts

Frances Ward-Johnson, *Associate Professor*
B.A., M.A., North Carolina A&T State University; Ph.D., The University of North Carolina at Chapel Hill

Qian Xu, *Assistant Professor*
B.A., M.A., Nanjing University; Ph.D., Pennsylvania State University