Proposal for B.A./B.Sc. (Honours) Specialist Programs in Communication, Culture and Information Technology (CCIT)

This document summarizes proposals for three specialist areas in the CCIT program: Digital Enterprise Management (DEM), Visual Culture & Communication (VCC) and Human Communication and Technology (HCT). The specialists include new courses designed for CCIT. These courses are also integrated into existing programs and will increase electives available in these disciplines. The three specialist programs were first approved by the Social Sciences, Humanities, and Sciences Curriculum committees, and were then approved on November 26, 2003 by the Committee on Academic Affairs.

Digital Enterprise Management (Arts)

Program Advisors:
Anthony Wensley (Management)
William F. Thompson

Specialist Program – (Program Code)
Within an Honours degree, 14.5 credits are required.

<table>
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<tr>
<th>Limited Enrolment</th>
<th>1) minimum 4.0 credits to include the following: MGM101H, MGM102H; CCT100H, CCT101H;</th>
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<td></td>
<td>2) minimum Cumulative Grade Point Average (CGPA) determined annually;</td>
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<td>3) minimum 63% average on both MGM101H and MGM102H;</td>
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<td>4) minimum 65% average over both CCT100H and CCT101H, and no less than 60%</td>
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<td>in either course.</td>
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Tuition fees for students enrolling in any CCIT Specialist/Major programs will be higher than for other Arts and Science programs.

First year: CCT100H, 101H; MGM101H, 102H

Second year:
CCT206H, 210H, 224H; WRI203H

Second and higher years:
5.0 credits from CCT200H, 204H, 205H, 260H, 300H, 305H, 333H, 352H, 353H, 357H, 370H, 410H

Third and higher years:
2) 1.5 credits from MGJ327H, 328H, 415H, 420H, 421H, 422H, 423H, 425H, 426H; CCT316H, 360H; VCC412H

**Note:** It is intended that students take CCT224H, CCT324H and CCT424H in strict sequence

**Visual Culture and Communication (Arts)**

*Program Advisors:*
Evonne Levy (Fine Art & Art History)
William F. Thompson (CCIT)

**Overview**

The VCC Specialist Program offers grounding in both the theory of visual culture and the practices of visual communication. Our culture is dominated by visual communication from art to advertising, propaganda to documentary photography, and film to web sites. Increasingly, people are active producers and consumers of visual culture, and visual communication is key to the development of a global culture. Is visual communication universally understandable, or does it have specific "languages" informed by local and national perspectives, race, and gendered codes? The VCC program studies the cultural specificity of regimes of seeing and making images, and investigates the possibilities of a global culture as accomplished through images.

As digital technology expands, expertise in visual communication and design becomes essential for meeting the challenges of the global culture. The Specialist in VCC will prepare students to take an active and informed role in shaping 21st-century visual culture by bringing historical and theoretical study from multi-disciplinary perspectives to bear on contemporary practices and debates.

Specialist Program – (program code)
Within an Honours degree, 12.5 credits are required.

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<tr>
<th>Limited Enrolment</th>
<th>enrolment in this program is highly competitive and will be limited as follows (meeting the minimum requirements does not guarantee admission):</th>
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<tr>
<td>1) minimum of 4.0 full credits to include CCT100H CCT101H and FAH105H; 2) minimum Cumulative Grade Point Average (CGPA) determined annually.</td>
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<td>3) minimum 65% between CCT100H and CCT101H and 60% in either course.</td>
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**Tuition fees for students enrolling in any CCIT Specialist/Major programs will be higher than for other Arts and Science programs.**

*First Year:* CCT100H, 101H; FAH105H
Second Year:
1) CCT/FAH201H, CCT206H, 210H; WRI203H
2) CCT200H, 204H, 205H, 260H

Third and Fourth Years:
1) 3.5 credits from CCT310H; VCC302H, 304H, 306H, 400H, 403H, 405H, 411H, 412H, 415H, 425H; ERI201H; GER351H, 352H; FAH388H, 391H; up to a half course in FAH at the 300 or 400 level offered at UTM (or St. George, with permission).
2) 3.5 credits from CCT300H, 305H, 351H, 352H, 353H, 357H, 370H, 410H; by permission up to 1.0 credits from the following FAS course offerings at the 200, 300 or 400 level in Photography or Design offered in Sheridan Studio Art (FAS) courses: FAS246Y, FAS332Y, FAS346Y, FAS347Y (Note: there are Y-course prerequisites at the 100-level for all 200 level courses in FAS)

Human Communication and Technology (Science)

Program Advisors:
Kathy Pichora-Fuller (Psychology)
William F. Thompson (CCIT)

Specialist Program – (program code)
Within an Honours degree, 13.0 credits are required

Limited Enrolment – enrolment in this program is highly competitive and will be limited as follows (meeting the minimum requirements does not guarantee admission):

1) OAC Mathematics or by permission
2) minimum of 4.0 full credits to include CCT100H, CCT101H, and PSY100Y.
3) minimum Cumulative Grade Point Average (CGPA) determined annually.
   It is generally between 2.7 and 3.0 and never lower than 2.2;
4) minimum 65% between CCT100H and CCT101H and 60% in either course.

Tuition fees for students enrolling in any CCIT Specialist/Major program will be higher than for other Arts and Science programs.

First Year:  CCT100H; CCT101H; PSY100Y
Second Year:
1) PSY201H; PSY202H
2) CCT202H; CCT210H (UTM)
3) CCT200H; CCT205H (Sheridan)
4) WRI203H
Second and Higher Years:
1) CCT370H, 383H, 384H (Sheridan)
2) CCT400 and 0.5 credits from CCT405H, CCT411
3) 2.0 credits from CCT307H, 316H, 326H, 371H, 379H; PSY315H, 374H, 385H (UTM courses)
4) 3.0 credits from CCT204H, 260H, 300H, 305H, 333H, 353H, 357H (Sheridan Courses)

The approved CCIT Major

Requirements for the approved CCIT Major Program have been modified in view of newly available courses. The proposed changes ensure that students are exposed to the full range of issues in CCIT, and to both academic (UTM-taught) and applied (Sheridan-taught) components of the program.

Major Program – ERMAJ1034
Within an Honours degree, 8.0 credits are required.

Limited Enrolment – enrolment in this program is limited as follows (meeting the minimum requirements does not guarantee admission):

1) Prerequisite Courses: minimum of 4.0 credits to include CCT100H, 101H;
2) minimum Cumulative Grade Point Average (CGPA) determined annually. It is never lower than 2.2;
3) minimum 65% between CCT100H and CCT101H and 60% in either course.

Tuition fees for students enrolling in any CCIT Specialist/Major programs will be higher than for other Arts and Science programs.

First year: CCT100H, 101H (1 full credit required)

Second and higher years: (5 full credits required)
1) 2.5 credits from CCT201H; 202H, 206H, 210H; WRI203 (UTM)
2) 2.5 credits from CCT200H, 204H, 205H, 260H, 300H (Sheridan College)

Third and higher years: (2 full credits)
2) 1.0 Credit from: CCT305H, 333H, 353H, 357H, 370H (Sheridan)

New courses (approved by the Sciences, Social Sciences, & Humanities Curriculum Committees):

CCT224H Performance Assessment
CCT260H Web Culture and Design
CCT305H Design and Implementation of Multi-Media Documents
CCT307H Language, Interaction and Society
CCT316H Human Communication and Advertising
CCT319H Economics and the Digital Firm
CCT321H Foundations of Finance and Financial Management
CCT322H Marketing Information Products and Services
CCT324H Organizational Theory and Behaviour
CCT325H Information Systems
CCT326H Communication across the Lifespan
CCT333H Imagining Audience In A Wired World
CCT345H Developing and Managing Networks
CCT351H Theory and Practice of Animation
CCT352H History and Practice of Design
CCT353H Digital Media: Movement and Sound
CCT355H E-Business Technologies
CCT357H Digital Media: The Still Image
CCT370H Introduction to Computer Visualization
CCT371H Music Perception and Cognition
CCT379H Speech Perception and Production
CCT383H Digitally Mediated Technologies: Lifespan and Special Population Issues
CCT384H Digitally Mediated Environments: Lifespan and Special Population Issues
CCT390H Contemporary Issues in CCIT
CCT400H Advanced Project
CCT405H Individual Project
CCT410H Communication Internship
CCT411H Human Communication and Technology Internship
CCT424H Special Topics in the Management of Digital Enterprises
MGJ327H Advanced Legal Issues
MGJ328H Project Management
MGJ415H E-Business Strategies
MGJ420H Global Digital Industries
MGJ421H Technological Entrepreneurship
MGJ422H Management of Technological Innovation
MGJ423H Technology in Organizations
MGJ425H Macroeconomics and the Knowledge Economy
MGJ426H Risk Management for Digital Industries
VCC302H Visual Culture through the Post-Colonial Lens
VCC304H Visual Culture and the Construction of Identity
VCC306H Gender and Visual Representation
VCC400H Advanced Project
VCC403H Contemporary Asian Visual Culture
VCC405H Individual Project
VCC411H Real Space to Cyberspace
VCC412H The Corporate Eye
VCC415H Theory and Criticism of Photography and New Media
VCC425H Art and Media Culture