



TO: Committee on Academic Policy and Programs

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DATE: March 16, 2011 for April 5, 2011

AGENDA ITEM: 8

**ITEM IDENTIFICATION: University of Toronto Mississauga and Faculty of Information: Proposal for a new BA Specialist program in Interactive Digital Media.**

**JURISDICTIONAL INFORMATION:**

The Committee on Academic Policy and Programs has the authority to recommend proposals for new degree programs to Academic Board for approval.

**PREVIOUS ACTION TAKEN:** none

**HIGHLIGHTS:**

The proposed BA program in Interactive Digital Media is being brought forward jointly by UTM's Institute of Communications, Culture and Information Technology (ICCIT) and the Faculty of Information on the St George campus. The program will be housed at UTM.

This interdisciplinary program is intended to address the growing demand for communication students who are information literate and media prepared. It will provide these students with a foundation in the generation, diffusion, and critical analysis of the social impact of new and emerging technologies.

The IDM Specialist represents a first opportunity for the FI to become formally involved in undergraduate teaching and builds on synergies and complementarity between the teaching and research strengths of the Faculty of Information and existing ICCIT programs.

The proposed Specialist in IDM will provide students with exposure to state-of-the-art thinking and practice in advanced technologies that will be relevant to the creation and application of digital media in virtually any domain and that is unmatched by any program in Canada. The University of Toronto has a unique set of such researchers and the Greater Toronto Area has a

rich diversity of individuals and organizations developing and applying advanced Knowledge Media and Immersive technologies providing a unique foundation for the proposed program.

The program received a favourable external appraisal by Professor John Unsworth, Dean of the Graduate School of Library and Information Science at the University of Illinois, Urbana-Champaign on March 4, 2011 and was approved by the Faculty of Information Council on November 12, 2010 and by the Erindale College Council on December 15, 2010.

**FINANCIAL AND/OR PLANNING IMPLICATIONS:** There are no new/additional financial resources at the University-level required to implement the proposed new program.

**RECOMMENDATION:**

It is recommended that the Committee on Academic Policy and Planning recommend to the Academic Board:

THAT the proposed Bachelor of Arts (B.A.) Specialist program in Interactive Digital Media be approved, effective July 1, 2011.