New Media and Culture Graduate Certificate

The New Media & Culture Certificate for graduate students blends scholarly research on new media topics with hands-on experience creating new media content and using digital research tools. In conjunction with the multitude of creative opportunities made available by existing degree programs across campus, the certificate can be completed through courses spanning the criticism, history, aesthetics, and production of new media technologies.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Frame their own research projects through the lens of prominent theoretical analytics for the study of new media in its social, cultural, and technical contexts.
- Describe the specificities of the methodological approaches undergirding their own research projects.
- Compare the methodological approaches they take for the study of new media and/or legacy media with other possible methodological approaches.
- Situate their own new media research within a broader landscape of topics, themes, debates, and research programs in new media and culture.
- Specify the particular topical commitments and thematic threads informing their own research work concerning new media and/or legacy media.

Certificate in New Media and Culture Requirements

This multidisciplinary program offers exposure to an array of approaches to the study of contemporary new media topics such as social media, digital surveillance, gaming culture, and the social significance of data analytics through review of the history, theory, criticism, aesthetics, and production of new media technologies. Students blend scholarly research on new media topics with practical experience creating content using digital research tools.

The certificate program is open to graduate students in any UO department or program. Students must complete a minimum of 24 credits in approved courses. Among these, 12 credits must
come from a series of required core courses: one course (4 credits) in Theories and Histories of New Media
(this is known as the core Common Seminar required of all NMCC students); one course (4 credits) from
the list of methods courses, and one course (4 credits) from the list of Topics courses. The remaining 12
credits are devoted to electives. At least 8 of the 24 credits must be taken outside of the student's home department or program. For more information, including course offerings for the coming year, visit the certificate website. (http://newmediaculture.uoregon.edu/)

Code	Title	Credits
Common Seminar		**4**
Choose one:		
COLT 618	Histories, Theories, and Cultures of New Media	
JCOM 610	Experimental Course: [Topic] (Histories and Theories of New Media)	
Or other equivalent course		
Methods Course [1]		**4**
Topics Course [2]		**4**
Electives [3]		**12**
Total Credits [4]		**24**

1 Actual course offerings change year to year. See NMCC website (https://newmediaculture.uoregon.edu/courses-overview/nmcc-courses/methods/) for sample course listings. Students may also petition (https://newmediaculture.uoregon.edu/apply/coursework-petitions/) to substitute other relevant courses.

2 Minimum **4 credits** in Topics courses. See NMCC website (https://newmediaculture.uoregon.edu/courses-overview/nmcc-courses/topics/) for sample course listings. Students may also petition (https://newmediaculture.uoregon.edu/apply/coursework-petitions/) to substitute other relevant courses.

3 Minimum of **12 Elective credits**. Students may choose Elective credits from any of the pre-approved NMCC course listings in Electives, Methods (http://newmediaculture.uoregon.edu/courses-overview/methods/), or Topics (http://newmediaculture.uoregon.edu/courses-overview/topics/). Pre-approved Electives include a robust portfolio of production-oriented classes as well as a range of thematic courses related to new technologies. Alternately, students may create customized study plans by pursuing the following options:

1. Students may petition to substitute other relevant courses for courses on this list if considered germane to an individual student's program in new media and culture. For example, a course on the topic of Copyrights (LAW 667) would be considered relevant to an Art History student's research on contemporary appropriation art. See NMCC Petition Guidelines (https://newmediaculture.uoregon.edu/apply/coursework-petitions/).
2. Students also may petition to have non-new media courses count toward the Electives requirement if the majority of the student's research in the course involves the production of new media content (websites, databases, blogs, digital arts, creation of new digital tools, etc.). For example, a course on Orientalism (COLT 562) in which the student created an interactive website on the topic of Edward Said could count toward the certificate in the Elective category. See NMCC Petition Guidelines (https://newmediaculture.uoregon.edu/apply/coursework-petitions/).

4 At least 8 of the 24 credits must be taken outside of the student's home department or program.