



EMERGING MEDIA MASTERS

The Emerging Media Masters focuses on the intersection of **technology** and **design**, allowing individuals to explore the various facets, roles, and applications of emerging media across an array of disciplines and careers.

CURRICULUM

The Emerging Media Masters focuses heavily on interactive digital media through a project-based curriculum encompassing:

- graphic design
- front-end web development
- app development
- user experience design
- brand identity
- product ideation
- project management
- digital storytelling

While the following areas are of relevance, it is worth noting that the Emerging Media Masters program does **not** focus on:

- reporting
- broadcasting
- video production
- social media management
- communication strategies
- traditional advertising
- marketing approaches

Designed to accommodate students and professionals from a variety of backgrounds and industries, this program is intended for individuals who wish to further personal career goals and those of their employers through the leveraging of emerging media and innovative technologies.



Students pursuing Emerging Media are responsible for knowing all information, policies, and procedures included in this fact packet. It should be referenced regularly and will be updated as needed.

Table of Contents

Coursework	3
Develop an Emerging Media Capstone	8
Capstone Programming	11
Create an Emerging Media Portfolio	12
Project Policies	13
Admission Procedures	15
Tuition + Assistantships	17
Student Information + Resources	20
Graduation Procedures	25
Communication	26
Equipment + Facilities	27
UGA Resources	28
Contact	29

Coursework

The EM concentration requires 11 courses (33 credit hours, 3 credit hours per course) and can be completed in as few as 3 semesters beginning in Summer. Only courses on the 6000, 7000 and 8000 levels count toward graduation. All students should expect to graduate in Spring following successful completion of Capstone. **Note that all Summer courses are taught 100% online.**

There is little opportunity for class customization. Deviation from the 11 required courses is not permitted; with the exception that many students opt to take an additional elective.

NMIX Exemption: Students who have completed one required NMIX course on the undergraduate level are able to exempt only 1 course (3 hours) and graduate with 30 credit hours (10 courses). If a student has taken two or more required NMIX courses on the undergraduate-level, they will have to substitute additional credit hours will electives.

Grade Policy

Students must maintain an average GPA of 3.0. In individual courses, no final grade below C will be accepted. The Emerging Media Faculty Advisor reviews student academic records at the end of the semester. Students found in violation of this policy will be immediately dismissed from the program and will be notified via UGA email. Should a student receive an incomplete (I) in a course, that incomplete must be satisfied by the start of the next semester.

It is important to note, UGA Graduate School policy does not allow a final grade of a C- or lower to be listed on a Student's Program of Study when graduating. As a result, Emerging Media Faculty are not able to provide exceptions to the above policy. If your grade falls below a C in any course, at any time, it is important to be proactive in initiating a conversation with your instructor and EM Faculty Advisor to explore resources and options before grades are finalized.

Course Structure

Course structure varies. While most of your classes will occur residentially on campus, you will enroll in a few select online classes with your Emerging Media Online peers. For example, the Summer consists entirely of online coursework. Online courses will be offered asynchronously but may include synchronous components (ie, team meetings, instructor conferences). If synchronous components are required, faculty will communicate details at the start of the semester in their course syllabi. The NMI does not often control the format of non-NMI electives and can not guarantee that they will be taught asynchronously.

The Emerging Media Online Masters can be completed in **one fast-paced, accelerated year** or **two years**.

About the One-Year Pathway

The one-year pathway is only available to students with permission from the Emerging Media Faculty Advisor (Kyla Sterling). The one-year pathway course load is equivalent to a full-time commitment. It's advised you keep your non-academic commitments to a minimum on this pathway. This pathway consists of approximately four classes each semester, spanning Summer, Fall, and Spring.

**Double Dawgs are required to take the one-year track to graduate from their BA/MA in 5 years or less per Double Dawgs policy.

About the Two-Year Pathway

The two-year track is the default pathway for the majority of students, in particular, working professionals, TAP students, or students who prefer a less-accelerated pace. The two-year pathway is approximately equal to two classes a semester. Your semesters would consist of Summer, Fall, Spring; then Summer, Fall, Spring. Note that two graduate classes a semester is still a hefty load and substantial time should be set aside,

Note that these pathways are the only options available for students, and deviations from the pathways are not permitted.

While these example tracks (pictured below) may vary slightly, they provide a broad overview of what to expect in each track.

One-Year Track

SUMMER CLASSES

JRMC 7010E

Digital Media Design & Aesthetics

Organizations don't deliver products or services—they deliver experiences, and these experiences are increasingly digital. The world's best organizations carefully design every element of these experiences to create a cohesive, compelling whole that is far greater than the sum of its parts. This class will explore the ethics, principles, and tools of digital customer experience design, or CX.

JRMC 7011E

Project Management and Innovation

Students learn techniques of innovation brainstorming and visualization in ways that enable executable emerging media solutions to business problems and growth. This includes key components of project management: project integration, project scope and scalability management, project time and cost management, quality management, human resource considerations, communications, risk management, and procurement management.

NMIX 6010E

Web Development

Web Development provides a solid foundation of technical skills that students can build upon for the rest of their careers. Students learn how to design, develop, and code interactive web products that function effectively across multiple platforms and are introduced to front-end web development.

NMIX 6011E

New Media Design

New Media Design explores traditional graphic design topics, such as layout, composition, imagery, and typography, as it builds a foundational knowledge of Adobe Creative Cloud. Students explore modern UX design principles as they apply design thinking and a problem-solving methodology to an assortment of creative final projects.

FALL CLASSES

JRMC 7013

Emerging Media Strategy

Behind every Emerging Media Capstone is a strategy to guide decision-making. Learn to identify and interview target users, test usability concepts, and refine features in order to ensure strategic alignment of interactive digital products.

JRMC 7014

Emerging Media Workshop

In a collaborative setting with faculty and peers, students workshop their Emerging Media Capstone Projects. While demonstrating a thorough understanding of technology and design students engage in product development, apply technical research, and strategically iterate product features.

NMIX 6020

Advanced Web Development

Advanced Web Development provides extensive experience in the use of modern tools and frameworks to design and develop advanced interactive web products that function effectively across multiple platforms. Students develop advanced web production skills that they can draw and build on throughout their careers.

NMIX 6030
*Native App
Development*

Native App Development introduces students to native application development. Students learn the fundamentals of native application development for platforms such as iOS, tvOS, and watchOS with modern programming languages such as Swift. Students are introduced to object-oriented programming, MVC application design, IDEs such as Xcode, various frameworks and more.

SPRING CLASSES

JRMC 7012
*Digital Media
Storytelling*

Regardless of medium, creators need to be good storytellers. This course explores emerging media storytelling both from theoretical and practical perspectives. Students investigate concepts such as transmedia, interactivity, and convergence while experimenting with storytelling methods in the digital medium of choice.

JRMC 7015
*Emerging Media
Capstone*

The completion and presentation of a fully formed new media system, technology, or product. Students work on this project from the beginning of their program. During this semester, they finalize and present their efforts.

NMIX 6012
*Emerging Media
Industries*

Emerging Media Industries explores the tools and skills needed for entering a competitive, fast-paced job market, including developing and fine-tuning a professional portfolio, strategies for personal branding, resume development, and more.

Note: Max of 6 hours allowed between NMIX 6490 and JRMC 8050. Students on an assistantship must register for 3 hours of JRMC 7005 for a total of 12 hours every semester, including JRMC 7005.

Two-Year Track

The two-year track is recommended for working professionals or any student wishing to pursue a less rigorous academic regime. TAP students can expect to follow this track.

SUMMER I

NMIX 6010E
Web Development

Web Development provides a solid foundation of technical skills that students can build upon for the rest of their careers. Students learn how to design, develop, and code interactive web products that function effectively across multiple platforms and are introduced to front-end web development.

NMIX 6011E
New Media Design

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SPRING I

NMIX 6012
Emerging Media Industries

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Two-Year Track Continued

SUMMER II

JRMC 7010E

Digital Media Design & Aesthetics

Organizations don't deliver products or services—they deliver experiences, and these experiences are increasingly digital. The world's best organizations carefully design every element of these experiences to create a cohesive, compelling whole that is far greater than the sum of its parts. This class will explore the ethics, principles, and tools of digital customer experience design, or CX.

JRMC 7011E

Project Management and Innovation

Students learn techniques of innovation brainstorming and visualization in ways that enable executable emerging media solutions to business problems and growth. This includes key components of project management: project integration, project scope and scalability management, project time and cost management, quality management, human resource considerations, communications, risk management, and procurement management.

FALL II

JRMC 7013

Emerging Media Strategy

Behind every Emerging Media Capstone is a strategy to guide decision-making. Learn to identify and interview target users, test usability concepts, and refine features in order to ensure strategic alignment of interactive digital products.

JRMC 7014

Emerging Media Workshop

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SPRING II

JRMC 7015

Emerging Media Capstone

The completion and presentation of a fully formed new media system, technology, or product. Students work on this project from the beginning of their program. During this semester, they finalize and present their efforts.

JRMC 7012

Digital Media Storytelling

Regardless of medium, creators need to be good storytellers. This course explores emerging media storytelling both from theoretical and practical perspectives. Students investigate concepts such as transmedia, interactivity, and convergence while experimenting with storytelling methods in the digital medium of choice.

Note: Students on an assistantship must register for 3 hours of JRMC 7005 for a total of 12 hours every semester, including JRMC 7005.

ELECTIVES

At the core of the Emerging Media experience is professional development and experiential learning—preparing you to lead, learn, and succeed in the fluid landscape of tech and design. NMIXL elective options combine career readiness, internships, and independent exploration with the potential to earn academic credit.

The NMIXL Program consists of 3 course options: JRMC 7220: Emerging Media Internship, NMIX 6018: NMIXperts, and NMIX 6019: Independent Study. Emerging Media Masters students requiring an elective should choose the NMIXL course that best supports their professional goals:

Each option requires an exceptional work ethic, a spirit of curiosity, and a high degree of motivation. All have variable credit hours, meaning they can count for 1 - 3 credit hours. Students seeking to maintain a full-time course load (such as graduate assistants) are required to select and earn 3 credit hours. See [this webpage](#) for further instructions on adjusting credit hours in Athena.

JRMC 7220: Internship 3 Hour Max	Relevant internships can be useful in determining your career path, transitioning industries, strengthening your professional network, and beefing up your resume with real-world experience. If you're looking to gain your footing in the real world, this is for you.
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NMIX 6018: NMIXpert Repeatable for 6 Credit Hours	Learning by teaching is a pedagogical approach to mastering subject material through the practice of explaining it to others. In being able to explain foundational reasoning, guide others through workflow processes, and troubleshoot issues, you'll advance your knowledge to a greater depth within your particular NMIXpertise—your specialty. If you're the kind of student who enjoys helping your classmates, this is your calling.
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NMIX 6019: Independent Study Repeatable for 6 Credit Hours	Under NMI supervision, you'll work solo to complete a deep dive into an EM-related subject. Projects and deadlines must be approved by the start of the semester. Past project topics include design, social media, software mastery, and game development, to name a few. If you're eager to write your own syllabus and design a class of your choosing, this is the option for you.
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Other Electives	Students are welcome to pursue electives offered by other departments and should check the Bulletin for options; only courses offered at the 6000-level and above will count toward
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graduate degrees. Be aware that students are responsible for seeing Permission of Department.

ADVISING + REGISTRATION

Students are advised for the entirety of their EM journey upon attending Orientation + Advising in May. To streamline advising, students are able to view their advising pathway at any time in a specially designed eLC course titled "Emerging Media Advising." Further instructions on how to use eLC for advising will be provided at Orientation.

	YEAR 1	YEAR 2
Summer Classes	Register at Orientation	Register by April 1
Fall Classes	Register at Orientation	Register by May 15
Spring Classes	Register by Dec. 1	Register by Dec. 1

TAP students, please note your registration dates may look slightly different. See TAP section and refer to TAP policies for further info.

Prior to registration dates, students will be reminded in Slack. However, students should bookmark and stay up to date with important resources from the Office of the Registrar:

- [Bulletin](#): Courses, Class Schedules, Final Exam Periods
- [Academic Calendar](#)
- [Registration Dates](#)

Please note: Emerging Media courses often conflict with required courses in the Media Analytics Certificate, and therefore are not recommended to be pursued at the same time.

REGISTRATION HOLDS

It is common for students to encounter registration holds. Students should check the of their account prior to registration to ensure that they have cleared any holds by logging into Athena and following the steps outline here: [Registration Holds](#).

Below, please find a list of common holds and the appropriate action to clear the hold.

- Level Restriction:** Email gradadm@uga.edu to discuss the status of your acceptance and details of the hold. If records indicate that you should not be starting until the fall, contact emergingmedia@uga.edu to have a recommendation submitted to adjust your application to be for summer acceptance.
- Lawful Presence:** Submit a picture of either a Georgia Driver's License or a USA Passport to gradadm@uga.edu. The image MUST be less than 2MB. If you do not have either of these approved items, contact gradadm@uga.edu for a list of other options.
- Advisement:** Contact the NMI on Slack by messaging the user @nmi to have the hold lifted. (Fall hold prevents summer registration).
- Student Account Acknowledgment:** Sign into Athena and complete the required [Student Account Acknowledgement](#).
- Health Records:** Contact the UGA Health Center at 706.542.1162.
- Graduate School:** An official copy of your undergraduate transcript must be on file with the Graduate School. Reach out to your undergraduate insitutation to make sure those documents have been sent. You can contact the [Graduate School](#) with questions.

STUDY ABROAD

Emerging Media students are eligible to apply for study abroad opportunities. Classes will count as additional electives.

Due to the prerequisite nature of classes, Study Abroad/Study Away programs best fit into the program of study as an additional Summer semester immediately after JRMC 7015: EM Capstone. This will extend your graduation date by a Summer semester. For example:

One-Year Track

Summer - Fall - Spring - **Study Abroad Summer**

Two-Year Track

Year 1: Summer - Fall - Spring

Year 2: Summer - Fall - Spring - **Study Abroad Summer**

To browse Study Abroad opportunities within the College of Journalism, view scholarship information, and apply, visit [Go Global With Grady](#). For all Study Away opportunities at UGA, visit the [Office of Global Engagement](#).

If you have any questions, contact Rebekah R. Seabolt, Grady College's Global Studies Program Manager, at rryan26@uga.edu, 706-542-4181, Journalism 255.

Develop an Emerging Media Capstone

Emerging Media Masters candidates are required to produce an Emerging Media Capstone. Although varying in scope, students are required to call upon the theory, practice, skills, and experiences gained in the diverse courses taken during their Emerging Media journey.

All Emerging Media Capstones must embrace the intersection of technology and design. Typical Capstones include product development, applied technical or design research publications, and client-based solutions. All projects are expected to be of the highest professional quality.

Capstone completion is ongoing throughout the entire Emerging Media journey.

CAPSTONE TRACK	
SUMMER	JRMC 7011: Project Management + Innovation → Ideation: In JRMC 7011, students begin ideation towards their Capstone Project and form teams.
FALL	JRMC 7013: User Experience Strategy → Testing: Students develop a comprehensive User Experience Research Plan to gauge usability and gather user experience insights to improve their Capstone Project.
	JRMC 7014: Emerging Media Workshop → Develop: students determine and define their Capstone Project, research the market, justify its demand/need, and develop the beta version. *Students are not permitted to enter 7015 without a completed Capstone Beta ready for user testing. Lack of checkpoint 3 deliverables in 7014 will delay progress towards graduation.
SPRING	JRMC 7012: Digital Media Storytelling → Content Creation: Students draft and develop compelling brand materials in support of their Capstone Project using a variety of media types.
	JRMC 7015: Emerging Media Capstone → Debut: During this final semester, capstone students conduct user-testing, debut their Capstone Project, and complete their Emerging Media Portfolio.

 Viable EM Capstone options and expectations are outlined below.

OPTION 1: A PRODUCT

Ultimate Goal: Fully polished, fully functioning, deployed to the market for that platform (e.g. App Store, Google Play Store, etc).

Minimum Goal: Polished, functioning product, built on the platform you're developing for (e.g. Xcode project coded in Swift, Google Home Action fully developed in Actions the console, Unity project deployable to a VR platform, etc).

Product Examples:

- mobile app
- AR/VR product
- web app
- TV app
- wearable app
- Alexa Skill
- Google Home Action
- digital game
- browser extension

OPTION 2: A TECHNICAL OR DESIGN AREA TO RESEARCH, DEVELOP + APPLY

While the medium of delivery may vary (e.g. website, podcast, digital magazine, YouTube tutorials, etc), this product must be focused on a subject related to Emerging Media, grounded in research, and applied in a way that provides a utility for other stakeholders.

Potential EM-Related Subjects:

- interactive digital design
- interactive digital development
- UX/UI
- social analytics and strategy
- user research
- product ideation
- interactive project management
- emerging media technology

Example: [Flux](#) - An educational guide for incorporating animation into web and mobile design and development in useful, beautiful ways, all specifically catered toward students and newbie designers.



While we value your passions, your Emerging Media Capstone Project may not be the best platform for your passion project if it isn't related to an Emerging Media Subject.

OPTION 3: AN INNOVATIVE DIGITAL SOLUTION FOR A SPECIFIC CLIENT

While the product(s) developed vary depending on the needs of the client, the final deliverables must include one or more innovative digital products of interactive nature (website, mobile app, smart speaker skill, etc).

Example: [Visit Grady County](#) - A full-service campaign to attract tourists to Grady County which included the following deliverables:

- website
- photo reel
- style guide
- still advertisements
- video trailer
- social media campaign
- online reviews
- tourism guide

Important notes regarding Option 3:

- Students selecting a non-profit client will take JRM 7015S.
- Students or teams will need to find and manage their own client. It is the student's responsibility to set clear expectations with the client up front and to maintain the client relationship throughout the duration of the year-long capstone journey.

OPTION 4: SPECIAL PROJECTS

Occasionally the NMI will partner with pre-existing clients to facilitate specific digital solutions. These clients/projects often change from year to year, but they typically require a specific set of skills and an outstanding work ethic. In order to best match those skills with the available projects, students are invited to apply to Special Project Teams while enrolled in JRM 7011.

While these projects provide invaluable experience with real-world application, they require some modification to the Capstone Journey, so students are enrolled in a Special Projects section of the Capstone Track classes with the other Special Project Teams made up of students from the online and residential cohorts.

Example: [Georgia on Your Mind](#) - A podcast series that explores the relationship between the state of Georgia and the university that lives within the heart of it:

- Six original episodes
- branding + style guide
- logo design
- video + audio trailer
- website
- behind the scenes video

Project Policies

IDEA GENESIS

Throughout your Emerging Media journey you will participate in group discussion and work in team settings in multiple courses. In these settings, many ideas will be shared. We strongly believe in the value of collaboration in the creative process. However, we also believe in protecting ownership of all ideas shared throughout this process. Therefore, do NOT take project ideas from your peers without proper written permission from that individual(s).

OWNERSHIP

Project Ownership: All New Media Institute Capstone projects are client projects and client owned. Clients may be external or internal to the University, including the NMI. Depending on the nature of the project, clients may require students to sign various confidentiality agreements. Upon the debut (and before grading) of a project, all files will be handed to the client as instructed by the NMI . Failure to provide files may result in a grade reduction, an Incomplete, or further penalties. If a student wishes to continue development of a project beyond the NMI, all relevant parties (client, faculty, student team members) must sign project ownership transfer agreement.

TEAMWORK

Team or Individual: Students may form teams to complete the Capstone requirement. In JRMC 7011, all team members must sign a contract agreeing to take NMIX 7012, JRMC 7013, JRMC 7014 and JRMC 7015 at the same time. Signed contracts are non-negotiable and team membership can not change at any time. Teams are limited to 3 team members, maximum. Any and all work created by the team, and by individuals on the team, is a reflection of the team as a whole. Therefore, before any work is submitted, all members are required to review the work and verify it

meets academic standards. For the good, the bad, and the ugly, you have to stand by your team. This is a union we take very seriously. No rings required.

PROJECT ITERATION

Throughout your Emerging Media journey, many assignments will be iterated and built upon in multiple EM courses. Students are permitted and encouraged to view these assignments as building blocks with ongoing improvements being made for each version submitted in each course. **Students are not permitted to submit the same version for multiple assignments across multiple courses.** You've already made it work. Now, make it work better. Take what you learn in each course and let it inform your design and development to update your projects to best fit the context of each course and the assignment expectations.

If you have any questions or concerns about projects meeting requirements, talk to your instructors. You've heard it said many times, many ways: Ignorance is not an excuse.

Programming

ORIENTATION: REQUIRED FOR NEW STUDENTS

Newly admitted Emerging Media Masters students are **required** to attend a virtual Emerging Media Orientation. This Orientation is held the week before classes start in May—the exact date will be shared upon acceptance. Students will be advised and registered for classes at this time. No advising or registration can occur before Orientation except for TAP students.

NMIXpo

NMIXpo is a two-day collective in which all of the NMI's end-of-semester features come together. NMIXpo includes Mini Merge, Emerge, SLAM, reunions, and so much more! While each NMIXpo may look slightly different, the heart of NMIXpo will always be centered around showing off students. Zoom access will be provided for students joining us virtually, although you are welcome to join us in person—just give us a heads-up.

MINI MERGE: REQUIRED FOR JRMC 7014

Mini Merge celebrates the halfway point of Emerging Media Masters Capstone Projects. It is the culmination of the Fall semester where Capstone Betas are debuted. EM Alumni are invited to Mini Merge with us and lead the first round of project consultation meetings. In these consultations, each current EM Capstone team will be paired with a set of rockstar EM Alumni. These Alumni will offer constructive feedback, share words of encouragement, and advise on project development and direction.

Alumni serving in a consultation capacity will be invited to Emerge in the Spring, where their team will launch their final 1.0.

EMERGE: REQUIRED FOR JRMC 7015

Emerging Media Capstones are debuted each year at Emerge in the form of a powerful short presentation. While ranging in topic, these presentations will each feature an innovative use of

emerging media and a reflection on both the product's development and the student's graduate journey.

PROFESSIONAL FRIDAYS

The NMI officially dedicates Fridays to fostering student and industry collaboration. Through the Professional Friday initiative, the NMI actively promotes the professional growth of Emerging Media students. From networking lunches to info sessions to site tours and more, Professional Fridays offer a plethora of in-person and virtual opportunities for students to learn and grow.

While some opportunities are institute-wide, others are specifically curated for Emerging Media students to help address the unique professional development needs of individuals pursuing their master's degree.

These opportunities will be shared via Slack throughout the semester as they occur. Be aware, space is limited, so plan accordingly.

Create an Emerging Media Dossier

All students pursuing the Emerging Media Masters must develop and maintain a comprehensive 2-part dossier. Throughout your academic journey, you'll create many things you want to show off to the world. As you earn your Emerging Media Masters (residential or online), you'll develop and build on the skills to create a professional, digital dossier.

Full details about the EM Dossier requirement can be found here: nmi.cool/portfolio. If you're also earning the New Media Certificate, you will need to create a New Media Certificate Dossier, too.

Admission Procedures

Admission is a collaborative process involving both Grady College and the University of Georgia's Graduate School. To apply, please complete the following requirements by **March 1**. The following materials are required as part of the application:

- **Official Undergraduate Transcripts:** Minimum GPA: 3.0. Transcripts from all attended institutions (even dual enrollment and transfer credit) are required.
 - Double Dawgs are permitted to use unofficial copies of transcript.
- **TOEFL or IELTS Requirement (Non-native English Speakers):** ELTS Minimum Overall Score: 6.5, Minimum Subscore: 6.0
- **3 Letters of Recommendation**
- **Statement of Purpose:** In two pages or less, please illustrate your specific interest in Emerging Media, and outline how Emerging Media directly relates to your professional goals. Demonstrate your understanding of the Emerging Media concentration.
- **Resume or CV**

NOTE: As of Spring 2021, GRE scores are no longer required in the EM application.

1. Complete the Graduate School Application | gradapply.uga.edu/apply

Instructions for completing the UGA Graduate School application:

SELECT AN APPLICATION TYPE	This refers to your academic year of starting. You will enter an intended semester start term later. For example, if you were hoping to start EM Summer 2022, you would select the academic year 2021 - 2022.
CAMPUS (OR ONLINE)	Athens. <i>If you intend to apply for the online pathway, refer to the EM Online Fact Packet.</i>
DEGREE LEVEL	Masters
INTENDED PROGRAM	MA, Journalism and Mass Communication (College of Journ-Mass Comm) Non-Thesis [MA_JRMC_NT]
AREA OF EMPHASIS	Emerging Media

INTENDED TERM Summer. This refers to your starting semester. *All students, including Double Dawgs, are required to start in the Summer effective 2023.*

2. Complete the Grady College Supplemental Application

Submit a [Supplemental Application](#).

- Please ignore Fall at the start of this form. Emerging Media students all start in in the Summer
- Submit via email to Anne Hurne: anne.hurne@uga.edu by **March 1**.

LATE APPLICATIONS

Effective Spring 2023

For full consideration, all application materials are due March 1. Applications received between March 2 and May 1 will be reviewed on a space-available basis. All acceptances will be communicated by May 2.

Should space not be available, the Admissions Committee will **not** communicate a decision. If a late applicant wishes to be considered for the next application cycle, they are responsible for contacting Graduate Admissions (gradadm@uga.edu) to move their application to the appropriate start term.

Accepted students are not permitted to defer their start date. Should an accepted student need to make a change, they will need to re-apply in another application cycle.

Tuition, Financial Aid, and Assistantships

TUITION

The current tuition price for 1 UGA graduate credit hour is approximately \$370 + fees. Additional questions regarding tuition and fees should be directed to the [UGA Bursar Office](#).

FINANCIAL AID

The UGA Graduate School has a number of resources for students interested in seeking financial aid opportunities, including loans, scholarships, and fellowships: [Financial Information](#). Students with specific questions or concerns about financial aid should contact the [Office of Student Financial Aid](#) for guidance.

Many forms of financial aid require students to be enrolled in a minimum of 6 hours a semester. Please note that typically only A - F graded courses count towards these hours. If you're on financial aid, verify the conditions and requirements of your financial aid prior to starting the master's program by contacting the Bursar's Office (busfin.uga.edu/bursar).

As your advisors, we are happy to assist you in meeting credit hour requirements, but it your responsibility to let us know what you need well in advance of the start of the semester. Failure to meet your credit hour requirements may result in losing your financial aid and/or being dropped from your classes.

Applying for Financial Aid (FASFA)

If you will be applying for [Financial Aid](#) and need that aid for your Summer courses, please complete these steps:

1. Upon committing to EM, submit a request for Financial Aid using the current year FAFSA, once approved, this will release the Minimum Aid Offering.

2. Submit a Change in Aid Request: This will release additional aid as needed according to your course schedule.
3. Both the FAFSA and Change in Aid Request should be submitted by May 1 for newly admitted students.
4. At Orientation you will enroll in your Summer courses. Aid will be released upon registration and in accordance with credit hours as long as both the FAFSA and Change in Aid Request have been filed.

Financial Aid procedures may be subject to change. Please consult with the [Financial Aid Office](#) for the most up-to-date information and if you require further assistance on the steps above.

ASSISTANTSHIPS

The majority of financial support provided to graduate students is through assistantships. Assistantships are awarded on a competitive basis to qualified graduate students and they require part-time teaching, research, or other academic duties defined by departments. The type of assistantship offered a student depends on the needs of the academic or administrative unit and the qualifications of the individual student.

Assistantships provide financial support through monthly stipends and tuition waivers. They do not cover the cost of fees. To receive the tuition waiver, students must enroll in JRMC 7005 every semester while on an assistantship. The first semester of assistantship, students may be required to enroll in [GRSC 7770](#), per TA policy. If you are on assistantship and are still being charged for tuition in your Student Account, email Anne Hurne and copy emergingmedia@uga.edu.

Assistantships require full-time enrollment, which is defined as twelve graduate credit hours in fall and spring semesters and nine graduate credit hours in summer. Students on assistantship can not drop or withdraw from classes—students on assistantships must maintain full-time enrollment at all times. EM students should plan to be on the two-year track if they receive an assistantship. It is not possible to complete EM in one year while on assistantship.

Applicants can express interest on the Emerging Media Commitment Form (provided upon acceptance into Emerging Media). On the commitment form, interested students are asked to

identify their top professional skills, provide a LinkedIn profile, and upload a resume. This information helps the Emerging Media Faculty Advisor better understand which assistantships match student qualifications.

Assistantships are offered by a variety of units around campus: academic, service, recreational, and auxiliary-related units, to name a few. The burden of responsibility of finding an assistantship ultimately falls on the student. Assistantships are shared in the Emerging Media Slack channel as faculty and staff hear about them. Most departments list assistantships online. Look at the chart below under "Assistantship Openings" to start your search.

You're welcome to search and apply for assistantships at any time during your EM journey. If you're offered an assistantship, it is your responsibility to inform the Emerging Media Faculty Advisor every semester you're on the assistantship. Every assistantship must be pre-approved by the Emerging Media Faculty Advisor in advance of the start of the semester. Failure to do so will result in not receiving a tuition waiver.

Assistantship Deadlines

- **Summer Assistantship** | New students must inform Kyla during May Orientation; current students must inform Kyla by first day of Summer classes
- **Fall Assistantship** | Must inform Kyla by first day of Fall classes
- **Spring Assistantship** | Must inform Kyla first day of Spring classes

Assistantship Requirements: Assistantships require a 13, 16 or 20 hour work requirement per week. Hour requirements are dependent on the individual assistantship. Assistantships are a 9-month (mid-August to mid-May) or 12-month commitment. The commitment is dependent on the individual assistantship.

Summer Tuition Waivers

9-month assistantships include a Summer Tuition Waiver as long as the assistantship was active for one of the following:

- 2 Semesters before the Summer Semester (Fall, Spring)
- 2 Semesters after the Summer Semester (Fall, Spring)
- 1 Semester before the Summer Semester (Spring)
AND 1 Semester after the Summer Semester (Fall)

For more information on assistantships, visit the [Grad School website](#).

Double Dawgs Assistantship Eligibility

Double Dawgs are only eligible for graduate assistantships under certain circumstances. To view all requirements, review the Double Dawg fact packet: nmi.cool/dd.

ASSISTANTSHIP OPENINGS

A variety of units around campus regularly offer graduate assistantships. If you're in the market for an assistantship, keep these application portal sites bookmarked. Assistantship duties vary from unit to unit. Please note that application openings and deadlines vary from year to year. Use the table below as a guideline to get started on researching assistantship openings.

UNIT	OPENS	DEADLINE
College of Engineering engineering.uga.edu/assistantships/applications/graduate	Year-Round	Year-Round
Department of Communication Studies comm.uga.edu/assistantship-opportunities	Summer	December
Department of Comparative Literature & Intercultural Studies cmlt.uga.edu/assistantships-scholarships-and-support	Varies	Varies
Department of Computer Science cs.uga.edu/opportunities-students	Varies	Varies
Division of Academic Enhancement dae.uga.edu/_about-us/Join_the_Team	Varies	Varies
Grady College of Journalism & Mass Communication <i>Mark interest on the required Grady College Supplemental Application</i>	Upon Applying	March 1
Public Service and Outreach outreach.uga.edu/programs/pso-graduate-assistantship-program	Early Spring	April
School of Social Work ssw.uga.edu/admissions/financial-aid/assistantships	August	February
UGA Press ugapress.org/contact/internships-and-assistantships	Varies	Varies

University Housing housing.uga.edu/site/about_employment_graduate	December	January
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Student Information + Resources

IMPORTANT DATES + DEADLINES

JANUARY	Spring semester classes start
MARCH 1	Priority deadline for all application materials
MARCH 15	Admission status communicated to all applicants
APRIL 1	Commitment deadline for accepted students
MAY	Spring NMIXpo and Graduation
MAY	Required Orientation: Advising Information Distributed and Advising Holds Lifted
MAY	Maymester + Extended Summer term classes start
JUNE	Thru Term classes start
AUGUST	Fall semester classes start
DECEMBER	Fall NMIXpo

ORIENTATION

Newly admitted Emerging Media Masters students are **required** to attend Emerging Media Orientation. This Orientation is held the week before classes start in May—the exact date will be shared upon acceptance. Students will be advised and registered for classes at this time. No advising or registration can occur before Orientation except for TAP students.

TECHNOLOGY REQUIREMENTS

Upon acceptance, you are responsible for having administrative access to an Apple computer with the **latest** Mac operating system for the duration of your EM journey. Be sure your computer has extra storage to download files and additional software, including **Adobe Creative Cloud**. Additional software will be announced in each course and will include additional costs. You will also need, of course, fast and reliable Internet access. Requirements are non-negotiable.

SHIRTS

Upon acceptance, you'll be given your official Emerging Media Masters shirt. This shirt is required attire at several events, including but not limited to Mini Merge and Emerge. If you lose and/or damage your shirt, you can purchase a replacement for \$15. Please note there is no guarantee your preferred size is available at all times—shirts are ordered per each cohort.

Shirts are **not** available for purchase by the general public. Shirts are only provided to students upon acceptance.

Reach out to your Faculty Advisor via Slack for more information.

TAP: ADMISSIONS AND APPLICATIONS

The purpose of the [Tuition Assistance Program](#) (TAP) is to foster the professional growth and development of eligible university employees. Participation in TAP is only available to full time, benefits-eligible employees who have been employed at least six months in a benefits-eligible position.

Admissions: TAP students will be reviewed on a space-available basis. Prospective TAP students are encouraged to apply to the residential track. Due to the 9-hour credit limit on TAP students, TAP students should plan to be enrolled in EM for two years.

Apply: Every semester, TAP students must coordinate advising with Kyla and submit a TAP form by the deadline:

- Fall Semester | Registration information due July 15

- Spring Semester | Registration information due November 15
- Summer Semester | Registration information due April 15

First TAP Application: On the initial TAP application for Summer 1, students should list the following courses:

- NMIX 6010E: Graduate Web Development
- NMIX 6011E: Graduate New Media Design

TAP: NEED-TO-KNOWS

REGISTRATION	TAP students typically register after everyone else. Check the USG TAP website and be on the lookout for further information from the UGA TAP coordinator each semester.
MAXIMUM COURSE LOAD	TAP students cannot enroll in more than 9 hours per semester.
ACADEMIC STANDING	Academic Standing: TAP students must earn a grade of C or better. Outside of the Drop/Add period, TAP students cannot withdraw from courses.
WITHDRAWAL REPERCUSSIONS	If you withdraw from a class, you are ineligible to register for the next semester.
RECEIVING AN "INCOMPLETE"	If you receive an Incomplete in any course, you have ONE semester to complete it.
TAX FREE POLICY	Annually, TAP students are permitted \$5,250 of "tax free" educational assistance benefits. Employees generally pay taxes on benefits in excess of the annual allotment. In some cases coursework that exceeds the threshold may be eligible for an exemption under section 1.162-5(a) of the Internal Revenue Code. Reach out to the payroll department (payroll@uga.edu) for guidelines and further assistance.



As a TAP student, it is **your** responsibility to stay informed of changing TAP policies and procedures from UGA and USG. The policies above may change at any point.

INTERNATIONAL STUDENTS

International students living domestically may not enroll in the online pathway of the Emerging Media Master's concentration. International students interested in the online cohort must live abroad. Otherwise, international students should plan to participate in the residential program on UGA's main campus in Athens, GA.

The following requirements apply to international students in order to maintain their Immigration Status:

- **Fall/Spring:** International Students must be enrolled in a minimum of 9 credit hours (only 3 of which may be online hours).
- **Summer:** International Students may enroll in as many or as few hours as they would like. For EM, Summer coursework is required.

For their first semester in EM, international students may continue living abroad and complete the required coursework online. Upon Fall semester, international students are required to move to Athens. For immigration documentation, a letter of support from the NMI stating this program of study will be provided upon acceptance and commitment into EM.

Students in need of a reduced course load during their first semester should complete an application on Compass: compass.uga.edu/istart/controllers/start/StartEngine.cfm. Please review [Orientation for International Students](#) and International Student Life's [resources](#).

International students are assigned an immigration advisor, who can help determine employment, internship and graduate assistantship eligibility. If you are unsure of who your immigration advisor is, reach out to the Office of Global Engagement +1(706) 542-2900, or email immigration@uga.edu.

Please direct further questions to the Office of Global Engagement at +1(706) 542-2900.

SWITCHING OR DECLARING CONCENTRATIONS

Form G136: Request for Change of Degree Objective in the UGA Grad Status portal

(<https://gradstatus.uga.edu/>) should be used for the following:

- If the EM Concentration is missing from your "My Programs" in Athena.
- If the incorrect concentration is listed in your "My Programs" in Athena.
- Major Professor Name: Megan Ward

If you are a current master's student in Grady College interested in switching concentrations to Emerging Media, your EM journey will have some slight variations from the traditional track. You will be advised on these variations on an independent basis. Call the UGA Graduate School at 706-542-1739 (option #2) for additional help with these processes.

Graduation Procedures

Students will complete all required graduation procedures in JRMC 7015 during the first week of classes. Students should wait until this time so that additional details can be discussed.

1. Submit an **Application for Graduation:** athena.uga.edu. View [instructions](#).
2. Complete a **Program of Study Form:** gradstatus.uga.edu/Forms/G138
 - Department: Journ-Mass Comm, College of
 - Degree Objective: Master of Arts, Non-Thesis
 - Major/Degree: Journalism and Mass Communication, Non-Thesis - MA, NT
 - Area of Emphasis: Emerging Media
 - Notes: Do not include assistantship hours (JRMC 7005). You can not have more than 2 C's or an overall GPA of less than 3.0.
 - List courses in order taken.
 - Grad Students Only Checkbox: 7010, 7011, 7012, 7013, 7014, 7015
 - Minimum of 12 hours must be graduate-student only.
 - Department requirements: NMIX 7005
 - After you have finished, click your name in the top right. Be sure you have a UGA email listed. Otherwise, you will get an error.
 - For more instructions: gradweb01.cc.uga.edu/index.php/current-students/forms

CONVOCATION AND COMMENCEMENT PARTICIPATION

I graduate in...	College of Journalism Convocation	University Commencement
Spring	Attend Spring Convocation	Attend Spring Commencement
Summer*	Attend Spring Convocation	Attend Fall Commencement
Fall*	Attend Fall Convocation	Attend Fall Commencement

For regalia, view the [UGA Commencement](#) website. Crimson is preferred for hood color. If crimson is unavailable, please select white.

**Only open to students pursuing additional programs of study*

Communication

SLACK (REQUIRED)

Slack is used for all EM communication and advising. Upon commitment, you will be given an invitation to the Emerging Media Slack workspace—please join within 48 hours. Important announcements and updates will be shared in Slack—students are responsible for checking Slack daily.

Update Your Slack Profile

From the desktop Slack app, click on your profile icon in the top right. Select Profile > Edit Profile.

1. Add a profile photo, set your preferred pronouns, and edit your name.
2. Please add an appropriate profile photo (no group photos, please) and use your preferred first and last name.
3. In the “What I do” field, enter any NMI classes you’re currently enrolled in (separated by a comma if you’re enrolled in more than one) with the naming convention Class Instructor and time (for a residential class) or online. For example, if you’re enrolled in Megan Wards JRMCMC 7011 class that is online, you’d enter “Ward JRMCMC 7011 Online”.

Program + Advising Question

All advising or program questions should be sent via DM to the Slack user “nmi.” Star this user so that it is easy to find in the future. This is the fastest way to get your questions answered and ensures accurate record keeping from an administrative standpoint. Note: if you have course specific questions (i.e.: questions about an assignment or course content) you should DM your instructor.

NMI-Wide Channels

Slack Tip: To add a channel, hover over “Channels” in the sidebar, select the plus icon, then browse through channels.

All Emerging Media students must be in the following channels:

- #update
- #jopps

Program Channels

Students should join all channels that relate to their specific NMI affiliations.

- Emerging Media Double Dawgs: #doubledawgs
- Emerging Media Masters (residential): #em
- Emerging Media Masters (online): #emo

Course Channels

Each course has its own channel that you should also join at the beginning of the semester.

MONTHLY NMI NEWSLETTER

The NMI Newsletter is a monthly collection of the biggest news from the NMI. Reaching industry allies and alumni far and wide, the NMI Newsletter is the best way to stay connected to the 4th floor while you are a student and long after. As with the Update, this is also a required read. Enjoy! Not yet receiving the Newsletter? [Sign up](#) now.

SOCIAL

No matter which social media platforms you're active on, the NMI is there. The NMI posts student highlights, important timely announcements, details about upcoming events, job opportunities, and other content you won't want to miss. No Tik Tok dancing involved.

LinkedIn • [New Media Institute Job Board](#)

Twitter • [@nmiuga](#)

Facebook • [New Media Institute](#)

Instagram • [@nmiuga](#)

STUDENT FEATURES

The NMI and its faculty regularly feature students and projects on our social channels and email communications. If you have any concerns, contact us at nmi@uga.edu.

Equipment + Facilities

EQUIPMENT RENTAL

A variety of equipment is available for rental to Emerging Media Masters students. Equipment is to be used for EM-related work only and should not be shared with other students. Students and instructors must complete and sign an Equipment Checkout Form prior to removing equipment from NMI facilities. Equipment must be returned on time, in good condition, and be signed in using the same form.

ONLINE STORAGE

NMI web storage space is only available for capstone projects. Students may not store information on the NMI server for personal use.

NMI FACILITIES

A variety of facilities are available for EM-related work:

	401 Lab	403 Design Lab	418 Active Learning Space	411 Conference Room
Access	Door codes will be provided by NMI Instructors at the beginning of each semester.			
Procedures	No food or drink is permitted. Water must be in sealed containers. Log out of computers.		Arrange furniture to original configurations, return supplies to designated spaces.	
	Tuck chairs in, clean dry-erase boards, throw trash away, and confirm the area is tidy for the next group or class.			
Available Times	Available times posted outside of lab.	Available from building open (7A) to building close (10P) Monday to Friday.	Request room via Google calendars. All instructions are provided in the Update.	
Never enter a space while a class is in session in that space. Always be mindful of other groups using that space. Never remove equipment.				

UGA Resources

- [ArchPass](#)
- [Athena](#)
- [EITS](#)
- [eLC](#)
- [Disability Resource Center](#)
- [Division of Academic Enhancement](#)
- [Grad School](#)
- [Counseling and Psychiatric Services \(CAPS\)](#)
- [International Student Life](#)
- [Office of Academic Honesty](#)
- [Office of Emergency Preparedness - UGA Alert](#)
- [Rec Sports](#)
- [Student Accounts, Bursar & Treasury Services](#)
- [Student Care and Outreach](#)
- [Student Affairs](#)
- [UGA App](#)
- [UGA MYID](#)

Contact



We would love to hear from you! To become notified of upcoming info sessions, or just to say hello, reach out to our primary email address:

emergingmedia@uga.edu

OTHER CONTACTS

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Journalism 207C