

## **MISSION AND VALUES STATEMENT**

Games and Interactive Media  
Nicholson School of Communication and Media  
College of Arts and Humanities  
University of Central Florida

### **Mission Statement**

The Department of Games and Interactive Media (GaIM) prepares innovative thinkers, artists, designers, creators, and producers for evolving careers in the interactive arts and design fields. Our graduates possess the technical, analytical, organizational, and creative skills to become significant professionals in their disciplines. Our faculty lead internationally renowned research in experience, game, interaction, narrative, usability, and web art and design. GaIM is actively committed to becoming Florida's most distinguished game and web design program, competitive with top schools nationally.

### **Values**

#### **Collaboration**

Collaboration is essential to the fields of game and web design. We value collaboration within and across disciplines, as well as between faculty, staff, and students, and industry.

#### **Creativity**

Creativity, critical thinking, and problem solving are central to all fields of design, as demonstrated in our annual showcase event and workshop classes.

#### **Exploration**

Innovation comes through risk taking, exploration, failure, and perseverance.

#### **Freedom**

Free speech, freedom of thought, and diversity of ideas are central to our roles in critique, expression, and inquiry.

#### **Inclusivity**

We actively include a diverse range of people in our faculty, staff, and students. Input from this diverse community fuels our program and other values.

#### **Learning**

In the dynamic realm of interactive media we constantly update our teaching materials for new tools, techniques, and theories. We do this by applying the latest scientific pedagogical methods.

#### **Rigor**

We value rigor in both research and teaching through peer review, iteration, and exploration of material and theory.

### **Areas of Distinction**

GalM Faculty are prolific and creatively diverse individuals working as artists, game designers, producers, media researchers, and web designers. They have authored and created works that have been showcased in international, national and regional venues of note; have created technologies that have been patented; and received grants in their respective areas of research and creative activities. Our faculty members routinely give keynote addresses, serve as external program reviewers and consultants, and serve on prestigious boards and in leadership positions with national organizations.

### **Statement on Equity, Inclusion, and Diversity**

GalM does not discriminate based on identity, including, but not limited to categories of age, color, ethnicity, family status, gender expression or identity, genetic information, immigration status, intellectual or physical ability, national origin, race, religion, sex, sexual orientation, socio-economic class, or veteran status. We value the intersectional experiences of all individuals and we are committed to equity by actively including voice from underrepresented populations. We encourage diversity of ideas and perspectives in all aspects of our program.

### **Assessment of Mission and Values**

As part of an annual review of our mission and values, faculty in the unit will assess progress towards achieving this mission through processes including but not limited to:

- Program-level assessment of student and learning outcomes, drawing upon identified course projects and governed by the departmental assessment plan
- Student-centered forums for identifying areas of concern and opportunities for change and development in curriculum and supporting offerings
- Review of faculty activity, as part of the annual assessment process, with a goal of identifying opportunities for growth and providing workshops, activities, and additional support where possible