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| For Academic Affairs and Research Use Only | |
| CIP Code: |  |
| Degree Code: |  |

**New Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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| **[X] New Course or [ ]Experimental Course (1-time offering) (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| Michael Bowman\_\_\_\_\_\_\_\_\_\_\_ 8-24-18 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_Osabuohien P. Amienyi\_\_\_\_\_\_\_ 8/28/18 **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| \_Warren Johnson 9/19/2018\_\_\_\_\_\_ **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_Gina Hogue\_\_\_\_\_\_ 9/30/18 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

1. Contact Person (Name, Email Address, Phone Number)

Dr. Lily Zeng, Dept. of Media   ([Zengli@astate.edu](mailto:Zengli@astate.edu))  (972-3625)

2. Proposed Starting Term and Bulletin Year

Fall 2019  (Bulletin Year 2019-2020)

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

MDIA 3413

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Writing for Creative Media II

5. Brief course description (40 words or fewer) as it should appear in the bulletin.

Application of scriptwriting principles for creative media including corporate videos, television and film programming.

6. Prerequisites and major restrictions. (Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. **Yes**
   1. If yes, which ones?

MDIA 2033, Writing for Creative Media I

* 1. Why or why not?

Writing for Creative Media I provides a foundation of principles and concepts for Writing for Creative Media II.

1. **No** Is this course restricted to a specific major?
   1. If yes, which major? Enter text...

7. Course frequency(e.g. Fall, Spring, Summer).

Fall

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Standard Letter

10. **No** Is this course dual listed (undergraduate/graduate)?

11. **No** Is this course cross listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross listed course.)*

**11.1** – If yes, please list the prefix and course number of cross listed course.

**11.2** –**No** Are these courses offered for equivalent credit?

Please explain.

12. **No** Is this course in support of a new program?

a. If yes, what program?

13. **No** Does this course replace a course being deleted?

a. If yes, what course?

14. **No** Will this course be equivalent to a deleted course?

a. If yes, which course?

15. **Yes** Has it been confirmed that this course number is available for use?

*If no: Contact Registrar’s Office for assistance.*

16. **No** Does this course affect another program?

If yes, provide confirmation of acceptance/approval of changes from the Dean, Department Head, and/or Program Director whose area this affects.

**Course Details**

17. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Week 1

Introduction to Course

Review basics of scriptwriting

Week 2

Critique long form scripts (Corporate Video)

Week 3

Critique long form scripts (Television)

Week 4

Critique long form scripts (Film)

Week 5

Students “pitch” ideas for long form script of their choice.

Week 6

Script treatments

Week 7

Midterm Exams

Week 8

Researching Your Topic

Week 9

Marketing Your Script

Progress report with instructor

Week 10

Copyright

Progress report with instructor

Week 11

Progress report with instructor

Week 12

Progress report with instructor

Week 13

Rough Draft of long form script due

Week 14

Comprehensive Final Exam

18. Special features (e.g. labs, exhibits, site visitations, etc.)

NA

19. Department staffing and classroom/lab resources

One faculty member and computer lab with Internet access. Classroom needs projection and sound system.

1. Will this require additional faculty, supplies, etc.?

No

20. **No** Does this course require course fees?

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Course Justification**

21. Justification for course being included in program. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

Students apply skills, concepts, and principles learned throughout their career in the Department of Media. Products produced during this course will be inserted into the student portfolio that is reviewed by the Creative Media Production Advisory Board. The student portfolio is an excellent repository for media work and serves as a valuable job search tool. Additionally, content produced by students during this course will provide valuable programming for ASU-TV, Red Wolf Radio, and, Department of Media social media outlets. Additionally, projects for this course will align with the CMP program learning outcomes:

* Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.
* Students will embrace free expression to adapt media messages to diverse and global audiences.
* Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

The mission of the Creative Media Production program is to prepare students for the world of media production, from concept to program completion. Annual program assessment findings necessitated changes, including this new course. We found specific weaknesses in student writing and experiential learning. We have developed two additional creative media writing classes to meet current industry needs.

c. Student population served.

Students in the Department of Media with an emphasis in Creative Media Production are the prime candidates for Writing For Creative Media II.  Additionally, students and community members outside the department may benefit from these courses.

d. Rationale for the level of the course (lower, upper, or graduate).

Writing for Creative Media II applies the skill, principles and techniques obtained in MDIA 2033 Writing for Creative Media I, and so is appropriately numbered at the 3000 level.

**Assessment**

**Relationship with Current Program-Level Assessment Process**

22. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

* Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.
* Students will embrace free expression to adapt media messages to diverse and global audiences.
* Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices.

23. Considering the indicated **program-level learning** outcome/s (from question #23), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Program-Level Outcome 1 (from question #23)** | Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research. |
| Assessment Measure | Advisory Board, Portfolio Website |
| Assessment  Timetable | Final projects will be included in student portfolios.  Portfolios will be evaluated in student’s senior years. |
| Who is responsible for assessing and reporting on the results? | The Creative Media Production (CMP) Program Coordinator will submit portfolios to the CMP Advisory Board for their evaluation.  The Advisory Board meets each September/January. CMP faculty meets with CMP Advisory Board members to discuss evaluations. Based on board feedback, CMP faculty to develop action plans.  The CMP Program Coordinator will enter data into Taskstream. |

*(Repeat if this new course will support additional program-level outcomes)*

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| **Program-Level Outcome 2 (from question #23)** | Students will embrace free expression to adapt media messages to diverse and global audiences. |
| Assessment Measure | Employer/Alumni Survey, Senior Knowledge Inventory |
| Assessment  Timetable | Data collection and analysis will occur each semester. |
| Who is responsible for assessing and reporting on the results? | Senior Knowledge Inventory will occur each semester during the Portfolio course.  Information for the Employee Survey will be collected in the Internship course. The Alumni Survey is sent to ASTATE CMP alumni two years following their graduation.  The CMP faculty will analyze data. The CMP Program Coordinator will enter data into Taskstream. |

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| **Program-Level Outcome 3 (from question #23)** | Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices. |
| Assessment Measure | Employer/Alumni Survey, Senior Exit Survey, Senior Knowledge Inventory |
| Assessment  Timetable | Senior Exit Survey and Senior Knowledge Inventory will occur each semester during the Portfolio course.  Information for the Employee Survey will be collected in the Internship course. The Alumni Survey is sent to ASTATE CMP alumni two years following their graduation.  The CMP faculty will analyze data. The CMP Program Coordinator will enter data into Taskstream. |
| Who is responsible for assessing and reporting on the results? | The Creative Media Production (CMP) Program Coordinator will submit portfolios to the CMP Advisory Board for their evaluation. The Advisory Board meets each September/January. CMP faculty meets with CMP Advisory Board members to discuss evaluations. Based on board feedback, CMP faculty to develop action plans. |

**Course-Level Outcomes**

24. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| **Outcome 1** | Students will write creatively for appropriate audiences. |
| Which learning activities are responsible for this outcome? | Students will apply skills from Writing for Creative Media I to write a long-form script (Corporate video production, or television and film entertainment programming) and define media messages that appeal to appropriate audiences. |
| Assessment Measure | Students will research a topic for a corporate video or TV/Film entertainment program.  Students will produce a script treatment outlining script idea  Students will produce a basic marketing plan for script idea |
| Who is responsible for assessing and reporting on the results? | Course instructor will assess and report results of each script based on a rubric supplied to each student. |

*(Repeat if needed for additional outcomes)*

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| **Outcome 2** | Students will apply appropriate format, structure, and nomenclature for various creative media forms |
| Which learning activities are responsible for this outcome? | Students will apply skills learned in Writing for Creative Media I in writing scripts for corporate video production and television and film programming. |
| Assessment Measure | Students must produce a script for:   * Corporate video or… * TV/Film Entertainment |
| Who is responsible for assessing and reporting on the results? | Course instructor will assess and report results of each script based on a rubric supplied to each student. |

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| **Outcome 3** | * Demonstrate a sense of storytelling in creative media |
| Which learning activities are responsible for this outcome? | * Students must produce a script for: * Corporate video or… * TV/Film Entertainment |
| Assessment Measure | * Course instructor will assess and report results of script based on a rubric supplied to each student TV/Film Entertainment |
| Who is responsible for assessing and reporting on the results? | * Course instructor will assess and report results of each script based on a rubric supplied to each student |

**Bulletin Changes**

Undergraduate Bulletin 2018-2019, pp. 510

**MDIA 3373. Introduction to Internet Communications** Introductory course in the use of the Internet as a communication delivery system. The course addresses Internet history, its development and future applications for communicators. Basic computer competency required. Fall, Spring.

**MDIA 3403. Screenwriting for Narrative Motion Pictures** Study and application of writing and scripting techniques for narrative motion picture, including synopsis, sequence outline, treat- ments and screenplay. Characterization and genre conventions are also considered. Fall, Spring.

**MDIA 3413. Writing for Creative Media II.** Application of scriptwriting principles for creative media including corporate videos, television and film programming. Prerequisite, MDIA 2033. Fall.

**MDIA 3503. Film Cinematography, Lighting and Editing** Introduction to the theory and techniques of cinematography, lighting, and editing for narrative filmmaking. Prerequisite, consent of instructor. Fall, Spring, Summer.

**MDIA 3573. Sports Production** Theory and practical application of sports production for radio and television. Fall, Spring.

**MDIA 3603. Electronic News Gathering** Advanced reporting techniques, story development process and tools needed to interview and write, report and edit video news stories. Stories pro- duced will be used to enhance newscast development. Prerequisite, C or better in MDIA 3353, MDIA 2013, and MDIA 3203, or consent of instructor. Fall, Spring.