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

**Course Revision Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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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| --- | --- |
| Dr. Ronald Sitton 1/23/2020 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Brad Rawlins 1/24/2020 **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| Warren Johnson 1/29/2020 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Gina Hogue 1/29/2020 **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)

Ronald Sitton, School of Media and Journalism, rsitton@astate.edu, 870-972-2979

2. Proposed Starting Term and Bulletin Year for Change to Take Effect

Fall 2020

3. Current Course Prefix and Number

MDIA 3043

3.1 – **[YES]** Request for Course Prefix and Number change

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

MDIA 2043

3.2 – YES If yes, has it been confirmed that this course number is available for use?

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

4. Current Course Title

Reporting Images

4.1 – **[YES]** Request for Course Title Change

If yes, include new Course Title Below.

Basic Digital Photography

1. 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).*

Enter text...

1. Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

NO

5. – **[NO ]** Request for Course Description Change.

If yes, please include brief course description (40 words or fewer) as it should appear in the bulletin.

Enter text...

6. – [NO ] Request for prerequisites and major restrictions change.

*(If yes, 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. **NO** Are there any prerequisites?
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

Basic course

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

7. – [NO ] Request for Course Frequency Change(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

a. If yes, please indicate current and new frequency:

Enter text...

8. – NO Request for Class Mode Change

*If yes, indicate if this course will 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* *indicate the current and choose one.*

Enter text...

9. – [NO ] Request for grade type change

*If yes, what is the current and the new grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])*

Enter text...

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

a. If yes, indicate course prefix, number and title of dual listed course.

Enter text...

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.

Enter text...

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

Please explain. Enter text...

12. NO Is this course change in support of a new program?

a. If yes, what program?

Enter text...

13. NO Does this course replace a course being deleted?

a. If yes, what course?

Enter text...

14. NO Will this course be equivalent to a deleted course or the previous version of the course?

a. If yes, which course?

Enter text...

15. 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.

Enter text...

16. **YES** Does this course require course fees?

Already approved for existing course number.

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

**Revision Details**

17. Please outline the proposed revisions to the course.

*Include information as to any changes to course outline, special features, required resources, or in academic rationale and goals for the course.*

No changes to the course content. Level and name change only.

18. Please provide justification to the proposed changes to the course.

1. Level change: Changing the course from a 3000-level to a 2000-level will allow photo courses from two-year institutions to be considered for transfer credit.

2. Name change (back to original): In the change to the Multimedia Journalism major in Spring 2019, this course title changed at the behest of a since-departed instructor. But the change is not good for the students or the major, i.e. the branding change makes students believe they’ll have to do “reporting” when they’re actually learning fundamental concepts.

This course focuses on editorial photography, commercial photography and studio photography, thereby differing from fine art photography (ART 1073 – Elective Fine Art Photography for Nonmajors) or photography as applied to Art and Design (ART 3043 – Photography).

19. NO Do these revisions result in a change to the assessment plan?

*\*If yes: Please complete the Assessment section of the proposal on the next page.*

*\*If no: Skip to Bulletin Changes section of the proposal.*

***\*See question 19 before completing the Assessment portion of this proposal.***

**Assessment**

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

20. 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?

Enter text...

21. 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)** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Assessment Measure | Please include direct and indirect assessment measure for outcome. |
| Assessment  Timetable | What semesters, and how often, is the outcome assessed? |
| Who is responsible for assessing and reporting on the results? | Who (person, position title, or internal committee) is responsible for assessing, evaluating, and analyzing results, and developing action plans? |

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

**Course-Level Outcomes**

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

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| **Outcome 1** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Which learning activities are responsible for this outcome? | List learning activities. |
| Assessment Measure | What will be your assessment measure for this outcome? |

*(Repeat if needed for additional outcomes)*

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

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##### Major in Creative Media Production

**Bachelor of Science Emphasis in Graphic Communication**

A complete 8-semester degree plan is available [at https://www.astate.edu/info/academics/degrees/](http://www.astate.edu/info/academics/degrees/)

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *CMAC 1003, Mass Communications in Modern Society*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| GCOM 1813, Introduction to Digital Publishing | 3 |
| MDIA 2023, Media Aesthetics | 3 |
| MDIA 2033, Writing for Creative Media I | 3 |
| MDIA 2123, Audio Production I | 3 |
| MDIA 2223, Video Production I | 3 |
| MDIA 3323, Media Analytics and Data Visualization | 3 |
| MDIA 3413, Writing for Creative Media II | 3 |
| MDIA 4123, Media Management and Entrepreneurship | 3 |
| MDIA 4363, Multimedia Storytelling | 3 |
| MDIA 4812, Media Portfolio | 2 |
| **Sub-total** | **29** |
| **Emphasis Area (Graphic Communication):** | **Sem. Hrs.** |
| GCOM 2673, Digital Prepress Workflow | 3 |
| MDIA ~~3043~~ 2043, Basic Digital Photography | 3 |
| MDIA 3373, Introduction to Internet Communications | 3 |
| GCOM 3603, Graphic Production Systems | 3 |
| GCOM 3673, Desktop Publishing and Publication Design | 3 |
| GCOM 4643, Graphic Communications Management Seminar | 3 |
| MDIA 4603, Internship | 3 |
| **Sub-total** | **21** |
| **Electives:** | **Sem. Hrs.** |
| Upper-level MDIA electives | 6 |
| Electives | 26 |
| **Sub-total** | **32** |
| **Total Required Hours:** | **120** |

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##### Major in Multimedia Journalism

**Bachelor of Science**

A complete 8-semester degree plan is available [at https://www.astate.edu/info/academics/degrees/](http://www.astate.edu/info/academics/degrees/)

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| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *CMAC 1003, Mass Communications in Modern Society*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| MDIA 1013, Principles of Journalism | 3 |
| MDIA 2043, Basic Digital Photography | 3 |
| MDIA 2313, Digital Media Production | 3 |
| MDIA 2323, Reporting Words | 3 |
| MDIA 3013, Multimedia Reporting | 3 |
| ~~MDIA 3043, Reporting Images~~ | ~~3~~ |
| MDIA 3363, Modern Media Inquiries | 3 |
| MDIA 4003, Media Law and Ethics | 3 |
| MDIA 4053, Civic Reporting | 3 |
| MDIA 4123, Media Management and Entrepreneurship | 3 |
| MDIA 4203, News Practicum | 3 |
| MDIA 4323, DIversity and Media | 3 |
| MDIA 4603, Internship | 3 |
| *Major Electives (Select at least 3 of the following with advisor approval)*  MDIA 2053, Introduction to Visual Communications  MDIA 2223, Video Production I **OR** GCOM 1813, Introduction to Digital Publishing MDIA 3093, Photo Storytelling I  MDIA 3203, Audio Storytelling MDIA 3383, News in Social Media MDIA 3603, Television Reporting MDIA 4013, Photo Storytelling II MDIA 4103, Data Journalism MDIA 4113, Specialized Reporting | 9-12 |
| **Sub-total** | **45-48** |
| **Minor:** | **Sem. Hrs.** |
| *Must be outside of the Departments of Media and Communication and approved by advisor.* | **18-21** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **13-19** |
| **Total Required Hours:** | **120** |

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**MDIA 2023. Media Aesthetics** Study and basic application of the relationships between the media tools of sight, sound, and motion and the theories that have evolved around them. Fall, Spring.

**MDIA 2033. Writing for Creative Media I** Overview of the principles of scriptwriting for creative media, including commercials, corporate videos, television and film programming. Fall, Spring.

**MDIA 2043. Basic Digital Photography** Fundamental concepts and functional skills associated with basic digital photographic and videographic storytelling, such as camera tech, composition, and basic lighting. Lab fee, $10.00. Fall, Spring, Summer.

**MDIA 2053 Introduction to Visual Communications** Study of the principles, theories, and language of visual communication to help students analyze, interpret and apply visual content to communicate more effectively. Spring, Summer.

**MDIA 2123. Audio Production I** Introductory course in live and recorded sound production. Theories and technologies used in audio production for radio, television, film/video, and online delivery. Fall, Spring.

**MDIA 2223. Video Production I** Introductory course that focuses on the basics of creating videos in the field and studio by shooting quality video, recording quality audio, editing raw footage into a coherent story or presentation, and sharing finished videos. Fall, Spring.

**MDIA 2313. Digital Media Production** Introductory course in audio, video, photo and multimedia production for many distribution platforms. Prerequisite, MDIA 2053, or instructor permission. Fall, Summer.

**MDIA 2323. Reporting Words** Introduction to writing news for media outlets with precision, accuracy, conciseness, and adherence to AP style and guidelines. Prerequisite, ENG 1003 with a grade of “C” or better, and MDIA 1013. Fall, Spring.

**MDIA 3003. Writing and Freelancing** Methods of gathering material for feature stories through interviews, research, and observation; practice in writing the article; techniques of freelancing. Prerequisite, MDIA 3013. Fall.

**MDIA 3011. Experiential Media II** Advanced experiences in the production of live and recorded media productions such as sports, musical performances, special events, or news. Students will develop an advanced awareness of various working roles in media production. Prerequisite, MDIA 1011. Fall, Spring.

**MDIA 3013. Multimedia Reporting** Techniques for print, online, and broadcast media reporting. Prerequisites, grade of C or better in MDIA 2313 and MDIA 2323 or instructor permission. Fall, Spring.

**~~MDIA 3043. Reporting Images~~** ~~Fundamental concepts and functional skills associated with basic digital photographic and videographic storytelling, such as camera tech, composition, and basic lighting. Lab fee, $10.00. Fall, Spring, Summer.~~

**MDIA 3053. Sports Reporting** Traditional sports reporting for broadcast, print, and web in historical, theoretical, and practical contexts. Prerequisite, MDIA 2323. Fall, Spring.

**MDIA 3063. Editing for Publications and the Web** Editing and rewriting news stories, writing headlines and cutlines, legal and ethical issues for editors, and the basic principles of news design for print and the Web. Prerequisite, MDIA 3013. Fall.

**MDIA 3083. History of the Mass Media** History of the mass media newspapers, magazines, radio, television and new technology from colonial days to the present. Spring

**MDIA 3093. Photo Storytelling I** Integration of multimedia techniques into photography. Spring.

**MDIA 3123. Audio Production** II Production and post-production of live and recorded audio for radio, television, film/video, and online delivery. Single and multi-track audio editing, sound effects, and sound reinforcement are covered. Prerequisite, MDIA 2123. Spring.

**MDIA 3203. Audio Storytelling** An experiential course in the technical skills and creative principles required for radio and audio field production and post-production. Fall, Spring.