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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 **12/10/2018** **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Dr. Osa’ P. Amienyi  **10/5/2018** **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| Warren Johnson 2/20/2019 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Gina Hogue 22/20/19 **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)

**Larz G. Roberts, Dept. of Media, lroberts@astate.edu, 972-3437**

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

**Fall 2019, 2019-2020 Bulletin**

3. Current Course Prefix and Number

**CMAC 2053**

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 2053**

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

**Introduction to Visual Communications**

4.1 – **[No]** Request for Course Title Change

If yes, include new Course Title Below.

Enter text...

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).

Enter text...

5. – **[Yes ]** Request for Course Description Change.

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

**Study of the principles, theories, and language of visual communication to help students analyze, interpret and apply visual content to communicate more effectively**.   
[Same as current description with omission of “The” at beginning.]

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?

No.

* 1. Why or why not?

Enter text...

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

7. – [**Yes** ] Request for Course Frequency Change(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

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

**Current: Fall, Spring New: Spring, Summer**

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.*

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])*

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

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

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.

No.

**11.2** – 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?

Enter text...

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

a. If yes, what course?

No.

14. **Yes** Will this course be equivalent to a deleted course or the previous version of the course?

a. If yes, which course? **CMAC 2053**

15 **Yes** 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.

**The course is part of the following programs:**

* **BS Agriculture, Emphasis in Agricultural Communications**
* **Digital Innovations, Concentration in Graphic Communications**
* **Certificate in Digital Humanities**

**Note: The course was deleted from the Creative Media Production major in 2018-2019**

16. **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.*

**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.*

**The only revisions are the course prefix, description (slightly), and frequency. No changes to course content.**

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

**The department is phasing out the CMAC prefix because it represented the old College of Media and Communication, which no longer exists. The CMAC prefix designated courses required by both Communications and Media Departments under the old college; that is no longer a reality with the separation of the departments in the new College of Liberal Arts and Communication. The name change reflects the emphasis on journalistic reporting. The prerequisite change reflects a new course addition that will provide the foundation for those entering the Multimedia Journalism major. The change supports the creation of a new single-track Multimedia Journalism program.**

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.* |

Note: Changes to BS in Multimedia Journalism curriculum are presented in separate proposal.

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**Major in Agricultural Studies Bachelor of Science in Agriculture Emphasis in Agricultural Communications**

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

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 44) |  |
| **First Year Making Connections Course** | **Sem. Hrs.** |
| AGRI 1213, Making Connections in Agriculture | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 89)  **Students with this major must take the following:**  *MATH 1023, College Algebra or MATH course that requires MATH 1023 as a prerequisite*  *BIOL 1003* ***AND*** *BIOL 1001, Biological Science and Laboratory*  *CHEM 1013,* ***AND*** *CHEM 1011, General Chemistry I and Laboratory* ***OR***  *CHEM 1043* ***AND*** *CHEM 1041, Fundamental Concepts of Chemistry and Laboratory*  *CMAC 1003, Mass Communications in Modern Society*  *ECON 2313, Principles of Macroeconomics* ***OR***  *ECON 2333, Economic Issues and Concepts*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Agriculture Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Agriculture Section) | **24** |
| **Major Requirements:** | **Sem. Hrs.** |
| See emphasis area below. | **-** |
| **Emphasis Area (Agricultural Communications:)** | **Sem. Hrs** |
| AD 3023, Principles of Advertising **OR**  PR 3003, Principles of Public Relations | 3 |
| AGEC 3063, Agricultural Sales and Services | 3 |
| AGEC 4083, Agricultural Policy and Current Issues | 3 |
| AGED 1411, Introduction to Agricultural and Extension Education | 1 |
| AGED 3443, Leadership in Agriculture | 3 |
| AGED 445V, Practicum in Agricultural Communications | 3 |
| AGED 4462, Agricultural Youth Organizations | 2 |
| AGRI 420V, Internships in Agriculture | 3 |
| AGRI 4433, Organic Agricultural Production | 3 |
| AGRI 4223, Agriculture and the Environment | 3 |
| AGST 1003, Modern Agricultural Systems | 3 |
| AGST 3543, Fundamentals of GIS/GPS | 3 |
| CMAC 1001, Media Grammar and Style | 1 |
| CMAC 2003, Media Writing | 3 |
| ~~CMAC 2053, Introduction to Visual Communications~~ | 3 |
| ENG 3043, Technical Writing **OR**  MDIA 4053, Advanced Reporting | 3 |
| MDIA 2013 **AND** MDIA 2010, Multimedia Reporting Laboratory | 3 |
| MDIA 2053, Introduction to Visual Communications | 3 |
| MDIA 2313, Multimedia Production | 3 |

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**Major in Digital Innovations**

**Bachelor of Science**

**Concentration in Graphic Communications**

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

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 44) |  |
| **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. 89)  **Students with this major must take the following:**  *MUS 2503, Fine Arts - Music*  *THEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option) CMAC 1003, Mass Communication*  *PSY 2103, Introduction to Psychology*  *POSC 2103, Introduction to US Government* | **35** |
| **Digital Innovations Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| GRFX 1111, Design Technology | 1 |
| GRFX 1112, Design Literacy | 2 |
| GRFX 2703, Introduction to Web Design | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX 3703, Intermediate Web Design | 3 |
| GRFX 3713, 3D Digital and Game Design | 3 |
| GRFX 3783, Patterns in Application Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4783, Design Build - *Must take twice* | 6 |
| GRFX 4793, Digital Innovations Portfolio | 3 |
| **Sub-total** | **30** |
| **Concentration in Graphic Communications:** | **Sem. Hrs.** |
| ~~CMAC 2053, Introduction to Visual Communications~~ | 3 |
| GCOM 2673, Digital Prepress Workflow | 3 |
| GCOM 3673, Desktop Publishing and Publication Design | 3 |
| MDIA 2053, Introduction to Visual Communications | 3 |
| MDIA 2313, Multimedia Production | 3 |
| MDIA 3673, Seminar in Digital Media and Design | 3 |
| **Sub-total** | **15** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **37** |
| **Total Required Hours:** | **120** |

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**Certificate in Digital Humanities**

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| **Required Courses:** | **Sem. Hrs.** |
| HIST 3393, Introduction to the Digital Humanities | 3 |
| HIST 4573, Digital History Seminar | 3 |
| HIST 470V, Capstone Project in Digital Humanities | 3 |
| **Select three of the following:**  ART 1013, Design I ART 1023, Design II  ~~CMAC~~  ~~2053, Introduction to Visual Communications~~  CS 1114, Concepts of Programming  CS 2114, Structured Programming  ENG 3053, Introduction to Digital Writing GCOM 1813, Introduction to Digital Publishing GRFX 1111, Design Technology  GRFX 3713, 3D Digital and Game Design MDIA 2053, Introduction to Visual Communications  MDIA 2313, Multimedia Production  MDIA 3313, Audio and Video Production  PRAD 3553, Strategic Visual Communication | 9-11 |
| **Total Required Hours:** | **18-20** |

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**Media and Communication (CMAC)**

**CMAC 1001. Media Grammar and Style** Writing mechanics for media. An introduction to applying basic grammar, spelling and media style rules and guidelines professionals use for writing across multiple media platforms. Can be taken concurrently with CMAC 2003 with consent of chair. Test-out option available. Fall, Spring, Summer.

**CMAC 1003. Mass Communications in Modern Society** A study of the interaction between society and mass communication through the lenses of history, theory, economics, culture, law, and technology.

**CMAC 2003. Media Writing** Basic writing for print, broadcast and Internet media. Course includes attention to news style and grammar. Pre/Co-requisite, CMAC 1001. Fall, Spring, Summer.

**~~CMAC 2053. Introduction to Visual Communications~~** ~~The study of the principles, theories, and language of visual communication to help students analyze, interpret and apply visual content to communicate more effectively. Fall, Spring.~~

**CMAC 3001. Professional Seminar** An overview of professional careers, etiquette, and best practices in a broad range of communication and media based contexts. Fall, Spring.

**CMAC 4063. Internship** Supervised work in an approved communications-related setting. Prerequisite, consent of the department chair and faculty advisor. Fall, Spring, Summer.

**CMAC 4073. Communications Law and Ethics** Legal and ethical limitations and privileges affecting the mass media. Fall, Spring, Summer.

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**MDIA 2013. Multimedia Reporting** Techniques of newsgathering, with practical experience in interviewing and reporting for news media. Must be taken concurrently with MDIA 2010. Prereq­uisite, C or better in CMAC 2003 and MDIA 2313 or consent of instructor. Fall, Spring.

**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 2313. Multimedia Production** Introductory course in audio, video, photo and text pro­duction for many distribution platforms. Prerequisite, CMAC 2053, or permission of instructor. Fall, Spring, Summer.

**MDIA 3001. Contemporary Events and the Mass Media** Weekly review of news events and the mass medias coverage of them. Fall, Spring.

**MDIA 3003. Feature and Magazine Article Writing** Methods of gathering material for feature stories through interviews, research, and observation, practice in writing the article. Requires three hours of laboratory work per week. Prerequisite, MDIA 2013. Fall.

**MDIA 3040. Basic Digital Photography Laboratory** Must be taken concurrently MDIA 3043. Fall, Spring, Summer.

**MDIA 3043. Basic Digital Photography** Basic concepts and functional skills associated with basic digital photography and visual storytelling. Lab fee, $10.00. Special course fee, $10.00. Fall, Spring, Summer.

**MDIA 3053. Sports Reporting** Traditional sports reporting for broadcast, print, and web in historical, theoretical, and practical contexts. Prerequisites, CMAC 1001 and CMAC 2003. Fall, Spring.

**MDIA 3063. News Editing** Editing and rewriting news stories, writing headlines and cutlines, legal and ethical issues for editors, and the basic principles of news design. Prerequisite, MDIA 2013. Fall.

**MDIA 3073. News Design** Principles of visual communication, digital and print media design, elements and practices of digital and press publication, media economic theory and practice. Prerequisite, MDIA 2013. Spring.

**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 3090. Intermediate Photojournalism Laboratory** Laboratory for Intermediate Photo­journalism. Must be taken concurrently with MDIA 3093. Spring

**MDIA 3093. Intermediate Photojournalism** Functional skills and theoretical foundations in professional photojournalism. Approved digital camera and appropriate lenses, flash, and tripod required. Three hours of laboratory work per week. Must be taken concurrently with MDIA 3090. Prerequisites, MCOM 2003 and MDIA 3043 or consent of the instructor. Special course fee of $10. Spring.

**MDIA 3203. Reporting for the Electronic Media** Gathering, writing, and reporting news and features for the electronic media, including radio and television, cable, and the Internet. Prerequisite, C or better in MDIA 2013. Word processing skills required. Fall, Spring.

**MDIA 3303. History of Moving Images and Narrative Motion Picture** A study of the oral, written, live theatre and still photography storytelling contributions to the origins of narrative motion pictures. Fall, Spring, Summer.

**MDIA 3313. Audio and Video Production** An intermediate course in audio and video technology and production for many distribution platforms. Audio production covers radio, audio recording, audio for video production, and web distribution. Video production covers videography, directing, and multi-camera production. Prerequisite, MDIA 2313. Fall, Spring.

**MDIA 3343. Advanced Audio Production** Special practices in radio station operation, with special assignments relative to operation of KASU. Prerequisite, MDIA 3313. Fall. Spring, Summer.

**MDIA 3353. Field and Post Production** An experiential course in the technical skills and creative principles required for video field production and postproduction, focusing on writing, pro­ducing, planning, shooting, and editing video projects and assignments. Prerequisite, MDIA 3313. Fall, Spring.

**MDIA 3363. Communications Research** Study and use of research tools and theories available for mass communications problem solving. Emphasis will be on library research, theory approaches, and applied media research. Fall, Spring.