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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\_\_\_\_ 8/27/18 **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 4473

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).

Media Production Practicum

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

Practical experience relevant to students in Creative Media Production.

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?

Consent of instructor

Why or why not?

Creative Media Production students should take this course in their senior year.

1. **Yes**  Is this course restricted to a specific major?
   1. If yes, which major? Creative Media Production

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

Fall, Spring

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.

Practicum

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?

Enter text...

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.)

\*\*\*The volume of products produced by a student is based on the type of project. For example, the volume of programming may differ from students who produced weekly radio programs vs. students who produce social media content.

Week 1

Introduction to Course

Assign media projects to be completed before the end of the semester.

Week 2

Media Project plan submitted to instructor

Week 3

Project update with instructor

Week 4

Project update with instructor

Week 5

Project update with instructor

Week 6

Project update with instructor

Week 7

Project update with instructor

Week 8

Project update with instructor

Week 9

Project update with instructor

Week 10

Project update with instructor

Week 11

Project update with instructor

Week 12

Project update with instructor

Week 13

Project update with instructor

Week 14

Final paper presentation

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

Depending on the media project, student may be required to participate in off campus production activities.

19. Department staffing and classroom/lab resources

Students will need access to equipment and facilities within the Department of Media to complete projects. Faculty will meet weekly with students in faculty offices or production facilities.

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 apply professional ethical principles and practices appropriate to the audience, purpose, and context.
* 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.

c. Student population served.

Students in the Department of Media with an emphasis in Creative Media Production are required for Media Production Practicum.

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

Media Production Practicum is a culmination of the knowledge and skills acquired by Creative Media Production undergraduate students during their career at Arkansas State. Consequently, only senior-level student will be allowed to take this course.

**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?

1. Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.
2. Students will embrace free expression to adapt media messages to diverse and global audiences.
3. Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.
4. 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 apply professional ethical principles and practices appropriate to the audience, purpose, and context.* |
| Assessment Measure | Employee/Alumni Survey, Senior Exit 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 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. |

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

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| **Program-Level Outcome 2 (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. |

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| **Program-Level Outcome 3 (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 4 (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 | Data collection and analysis will occur each semester. |
| Who is responsible for assessing and reporting on the results? | 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. |

**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 apply skills, concepts, theories, and competencies to produce media content for multiple delivery systems. |
| Which learning activities are responsible for this outcome? | Students will produce media content utilizing audio, video, graphic and text for multiple delivery modes. |
| Assessment Measure | Project.  Essay |
| Who is responsible for assessing and reporting on the results? | Course instructor will assess and report results of the media project.  Media projects will be inserted in student portfolio. Advisory board members will evaluate student portfolio projects each semester. |

*(Repeat if needed for additional outcomes)*

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| **Outcome 2** | * Students will demonstrate organization and planning skills applicable to the production of media content and its delivery. |
| Which learning activities are responsible for this outcome? | * Multimedia project plan * Weekly Consultation |
| Assessment Measure | * Students will be provided a rubric outlining criteria for multimedia project plan * Students will be assigned points for weekly consultation |
| Who is responsible for assessing and reporting on the results? | * Course instructor will assess and report results of the multimedia project plan and weekly consultation. |

**Bulletin Changes**

Undergraduate Bulletin 2018-2019, pp. 511

**MDIA 4353. Corporate Media Production** Study of the field and function of media pro- duction for business and nonprofit organizations. The course addresses client contact, budgeting, analysis of production problems, design and writing of scripts for promotion, training and news in corporate and industrial settings. Prerequisites, MDIA 2313, MDIA 3313 and MDIA 3353. Fall. Special course fee $25.

**MDIA 4363. Multimedia Storytelling** Introductory course in multimedia concepts, media elements, platforms, and production. Emphasis is placed on delivery of content across media platforms for diverse audiences. Fall, Spring.

**MDIA 4373. Internet Communications** Internet Communications provides students with a thorough understanding and practice in the use of the Information Superhighway. The course will also look at new opportunities for communications professionals. Prerequisite, Basic computer competency. Fall, Spring, Summer.

**MDIA 4383. Advanced Television Production** Practice in methods and procedures of pro- ducing studio and remote program content for ASU TV. This may include, athletic events, campus forums, concerts, newscasts, spelling bees, telethons, etc. Prerequisite, C or better in MDIA 3313. May be repeated for a maximum total of six credit hours. Fall, Spring.

**MDIA 4473. Media Production Practicum** Practical experience relevant to students in Creative Media Production. Prerequisite, consent of instructor. Fall, Spring.

**MDIA 4483. Broadcast Graphics** Development and production of graphics for video, televi- sion, and internet-based media. Fall.

**MDIA 4503. Film Production Practicum** A capstone experience in narrative motion picture production. Students will work individually or in groups to write, produce, shoot, edit and distribute a short film. Prerequisites, MDIA 4303 or consent of instructor. Fall, Spring.