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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 8/24/2018 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Osabuohien P. Amienyi 8/27/2018 **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 9/30/2018 **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

Spring 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.

MDIA 3323

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 Analytics and Data Visualization

Short title: MEDIA DATA VISUALIZATION

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

Communicating complex information with visually appealing images (charts, graphs, maps, etc.), including processing and cleaning raw data, and effectively communicating data to a multimedia audience.

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. **No**
   1. If yes, which ones?

Prerequisite:

* 1. Why or why not? The course does not require specific previous knowledge.

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

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.

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.

Basics of media data

Week 2

Basics of data visualization

Week 3

Topic Analysis

Introduction to data visualization tools

Week 4

Sentiment Analysis

Interviewing data: exploratory graphical analysis

Week 5

Network Analysis

Acquiring, cleaning and formatting data

Week 6

Social Spam and Malicious Behavior

Making static graphics

Week 7

Mid-term exam

Week 8

Geospatial social data mining

Principles of mapping

Week 9

Emotional contagion

Making static maps

Week 10

Predicting the future with media data

Week 11

Making interactive maps

Week 12

Making interactive charts

Week 13

Utilizing data visualization tools

Week 14

Privacy in a Networked World

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

N/A

19. Department staffing and classroom/lab resources

The course is staffed by existing faculty. A standard classroom is needed for this course.

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 will be introduced to media data and how to visualize results from analysis of media data. Students will compare and utilize different tools for media analytics and data visualization.  Experiences in this course will align with the following CMP program learning outcome:

* 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 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 a degree in Creative Media Production are required to take this course.

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

This course is a junior-level course because it bests suits students who have critical thinking skills developed through the general education core.

**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?

This course will assess the following program level assessment goals:

* 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 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 | 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 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. |
| Which learning activities are responsible for this outcome? | 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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| **Course-Level Outcome 1** | Describe features of media data |
| Which learning activities are responsible for this outcome? | Readings, lectures |
| Assessment Measure | Class discussion |
| Who is responsible for assessing and reporting on the results? | Instructor |

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

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| **Course-Level Outcome 2** | Identify techniques and tools of data visualization |
| Which learning activities are responsible for this outcome? | Readings, lectures |
| Assessment Measure | Assignments, exams |
| Who is responsible for assessing and reporting on the results? | Instructor |

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| **Course-Level Outcome 3** | Compare techniques and tools of data visualization |
| Which learning activities are responsible for this outcome? | Readings, lectures |
| Assessment Measure | Assignments, exams |
| Who is responsible for assessing and reporting on the results? | Instructor |

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| **Course-Level Outcome 4** | Utilize tools to communicate data to a multimedia audience |
| Which learning activities are responsible for this outcome? | Readings, lectures |
| Assessment Measure | Assignments, exams |
| Who is responsible for assessing and reporting on the results? | Instructor |

**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.* |

Undergraduate Bulletin 2018-2019, pp. 508-509

**DEPARTMENT OF MEDIA**

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

**MDIA 2313. Multimedia Production** Introductory course in audio, video, photo and text pro- duction 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 Photo- journalism. 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 3323. Media Analytics and Data Visualization.** Communicating complex information with visually appealing images (charts, graphs, maps, etc.), including processing and cleaning raw data, and effectively communicating data to a multimedia audience. 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, pro- ducing, planning, shooting, and editing video projects and assignments. Prerequisite, MDIA 3313. Fall, Spring.