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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 2033

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 I

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

Overview of the principles of scriptwriting for creative media, including commercials, 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. **No** Are there any prerequisites?
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

Enter text...

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, 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

The Role of the Scriptwriter in Media

Week 2

Media Scripts Comparisons (Copywriting vs. Scriptwriting)

Script Formats for advertising, corporate video production, social media, television and film programming

Week 3

Defining the message for media audiences (Objective and Strategies)

Determining audience needs and priorities

Week 4

Introduction to commercial copywriting (Radio vs. Television)

Commercial copywriting deconstruction (Review Examples)

Commercial copywriting assignment (Radio and TV Copy) (Rough Draft/Final)

Week 5

Introduction to social media copywriting

Social media copywriting deconstruction (Review Examples)

Social media copywriting assignment (Rough Draft/Final)

Week 6

Introduction to corporate media production scriptwriting

Video as a corporate communication tool

Week 7

Midterm Exams

Week 8

Corporate media copywriting deconstruction (Review Examples)

Corporate media copywriting assignment (Rough Draft/Final)

Week 9

Introduction to screenwriting for film/TV

Screenplay vs. Shooting script

Week 10

Deconstructing TV scripts

Deconstruction Film scripts

Week 11

Writing treatment for film/TV

Three Act Structure

Week 12

Character Development

Writing dialogue

Week 13

Writing action

Film/TV Script Assignment (Rough Draft/Final)

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 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.

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 I.  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 is an introductory course designed for students interested in learning the basics of writing scripts for creative media.

**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.

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. |

**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 should be capable of writing creatively for appropriate audiences. |
| Which learning activities are responsible for this outcome? | Students will analyze scripts from advertising (radio/TV), corporate video production, social media, television and film entertainment programming and define media messages that appeal to appropriate audiences. |
| Assessment Measure | Students must produce a script for:   * :30 radio/TV advertising copy * Corporate video * Social media * 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. |

*(Repeat if needed for additional outcomes)*

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| **Outcome 2** | Students will learn appropriate format, structure, and nomenclature for various creative media forms |
| Which learning activities are responsible for this outcome? | Students will review examples of advertising, corporate video production, social media, television and film programming scripts. They will compare and contrast the different formats. Students must be able to identify and explain formats, structures, and nomenclature associated with script examples. |
| Assessment Measure | Vocabulary quizzes over script nomenclature  Tests identifying script formats and structures. |
| Who is responsible for assessing and reporting on the results? | Course instructor will assess and report results of tests/quizzes. |

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| **Outcome 3** | Demonstrate a sense of storytelling in creative media |
| Which learning activities are responsible for this outcome? | Students will write the following scripts:  Advertising (radio/TV)  Corporate video  Social media  Television and film entertainment programming |
| Assessment Measure | Students must produce a script for:   * :30 radio/TV advertising copy * Corporate video * Social media * 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. 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 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 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.