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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 2023

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 Aesthetics

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

Study and basic application of the relationships between the media tools of sight, sound, and motion and the theories that have evolved around them.

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?

Why or why not?

This course is open to all students across campus regardless of major. It is a critical analysis of media to help individuals determine if images and sounds in media will be recognized and understood in the manner/emphasis intended.

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?

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.)

Week 1

Introduction to Course; Define Media Aesthetics; Media Project Discussion. Read Chapter 1

Week 2

Applied Media Aesthetics Discussion; Experimental Film and Video; Media Project Topic Due. Read Chapters 2 & 3

Week 3

The First Aesthetic Field: Light & Structuring the First Aesthetic Field: Lighting. Read Chapters 4 & 5

Week 4

The Extended First Field: Color and Structuring Color: Function and Composition. Read Chapters 6, 7, & 8

Week 5

Test #1. The Two-Dimensional Field: Area; Forces Within the Screen; and Structuring the Two-Dimensional Field. Read Chapters 9 & 10

Week 6

The Three-Dimension Field: Depth and Volume; Structuring the Three-Dimensional Field: Screen Volume and Effects. Read Chapters 11 & 12

Week 7

Building Screen Space: Visualization; The Four-Dimensional Field: Time. Read Chapters 13 & 14

Week 8  
Test #2. The Four-Dimensional Field: Motion; Structuring the Four-Dimensional Field: Timing and Principal Motions. Read Chapters 15 & 16

Week 9

The Five-Dimensional Field: Sound; Structuring the Five-Dimensional Field: Sound Structures and Sound/Picture Combinations. Read Chapter 17

Week 10  
Test #3. Visual Narrative: The Syntax of Continuity Editing. Read Chapter 18

Week 11

Visual Narrative: The Syntax of Complexity Editing.

Week 12

Media Project Updates and/or Modifications

Week 13

View/Hear Media Projects

Week 14  
Semester Review and Final Discussions; Final Exam

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

Guests from media organizations and possible site visitations to production facilities.

19. Department staffing and classroom/lab resources

Students may need access to equipment and facilities within the Department of Media to complete media assignments.

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 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.

c. Student population served.

Students in the Department of Media, with an emphasis in Creative Media Production, are required to take this course but it is open to students from any major across campus.

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

This is an introductory course and, therefore, applicable to lower-level undergraduate students. It will be among the first courses taken by students majoring in Creative Media Production.

**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 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.*

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

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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. |

**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 demonstrate an ability to analyze various mediated messages. |
| Which learning activities are responsible for this outcome? | Written assignments will be undertaken that analyze how messages are constructed and interpreted. |
| Assessment Measure | * Students will be provided a rubric outlining criteria for the written analyses. |
| Who is responsible for assessing and reporting on the results? | Course instructor will assess and report results of the written assignments. |

*(Repeat if needed for additional outcomes)*

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| **Outcome 2** | Students will apply tools and technologies appropriate for media professions. |
| Which learning activities are responsible for this outcome? | * Media Project demonstrating the appropriate application of tools and technologies. |
| Assessment Measure | * Students will be provided a rubric outlining criteria for media project. |
| Who is responsible for assessing and reporting on the results? | Course instructor will assess and report results of the written assignments.  Assignments will be inserted in student portfolio. Advisory board members will evaluate student portfolio projects each semester. |

**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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**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 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 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.