|  |  |
| --- | --- |
| For Academic Affairs and Research Use Only | |
| Proposal Number | LAC66 |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

|  |
| --- |
| **[ ]New Course, [ ]Experimental Course (1-time offering), or [X]Modified Course (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

|  |  |
| --- | --- |
| Ronald Sitton, Ph.D. 8/14/2021 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Brad Rawlins 8/15/2021  **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 9/22/2021  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Enter date… **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Carl M. Cates 9/24/2021 **College Dean** | Alan Utter 10/11/2021  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

1. **Contact Person (Name, Email Address, Phone Number)**

Mary Jackson Pitts, Ph.D., School of Media and Journalism, [mpitts@astate.edu](mailto:mpitts@astate.edu) 870-972-3361

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Bulletin Year 2022-2023

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

|  |  |  |
| --- | --- | --- |
|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** | **GCOM** | **N/A** |
| **Number\*** | **1813** | **N/A** |
| **Title** | **Introduction to Digital Publishing** | **Digital Publishing I** |
| **Description\*\*** | **An overview of the preparation of digital graphics, photographs and text for publication, and of their interrelationships. Includes application of current digital publishing software programs.** | **N/A** |

***\**** (Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

\*\*Forty words or fewer as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? NO]**

(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? No
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

introductory course

1. NO Is this course restricted to a specific major? No
   1. If yes, which major? Enter text...
2. **Proposed course frequency [Modification requested? NO]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

Enter text...

1. **Proposed course type [Modification requested? NO]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

Enter text...

1. **Proposed grade type [Modification requested? NO]**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Enter text...

1. NO Is this course dual-listed (undergraduate/graduate)?
2. 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.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

Enter text...

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. NO Is this course in support of a new program?

a. If yes, what program?

Enter text...

1. No Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

**Course Details**

1. **Proposed outline** **[Modification requested? NO]**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Enter text...

1. **Proposed special features** **[Modification requested? NO]**

(e.g. labs, exhibits, site visitations, etc.)

Enter text...

1. **Department staffing and classroom/lab resources**

No change

1. Will this require additional faculty, supplies, etc.?

Enter text...

1. 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.*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

Modifying the name of the course will align the course with the other emphasis courses in the Creative Media Production Degree, where for instance in our Corporate Media Production emphasis we have courses Video Production I, Video Production II and Video Production III, Writing for Creative Media I, Writing Creative Media II, Audio Production I, Audio Production II, Experiential Media I, Experiential Media II. External program review evaluators recommended in January 2021.

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

Enter text...

b. How does the course fit with the mission of the department? If course is mandated by an accrediting or certifying agency, include the directive.

Enter text...

c. Student population served.

Enter text...

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

Enter text...

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. NO Do the proposed modifications result in a change to the assessment plan?

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. 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...

1. Considering the indicated program-level learning outcome/s (from question #19), 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.*

|  |  |
| --- | --- |
| **Program-Level Outcome 1 (from question #19)** | 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**

1. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

|  |  |
| --- | --- |
| **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**

|  |
| --- |
| **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. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*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.** |

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**CURRENT**

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**Major in Digital Technology and Design**

**Bachelor of Science Emphasis in Graphic Communications**

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

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 47) |  |
| **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. 84)  **Students with this major must take the following:**  *MDIA 1003, Mass Communications in Modern Society PSY 2013, Introduction to Psychology*  *POSC 2103, Introduction to United States Government*  *Six hours from the following: ART 2503, Fine Arts-Visual, MUS 2503, Fine Arts- Music, THEA 2503, Fine Arts-Theatre* | **35** |
| **Digital Technology and Design Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| CS 1114, Concepts of Programming | 4 |
| ENG 3023, Creative Writing | 3 |
| GRFX 1113, Design Literacy | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4773, Design Build | 3 |
| GRFX 4793, Digital Technology and Design Portfolio | 3 |
| PSY 3613, Cultural Psychology | 3 |
| **Sub-total** | **25** |
| **Emphasis in Graphic Communications:** | **Sem. Hrs.** |
| GCOM 1813, ~~Introduction to Digital Publishing~~ Digital Publishing I | 3 |
| GCOM 2673, Digital Prepress Workflow | 3 |
| GCOM 3673, Desktop Publishing and Publication Design | 3 |
| MDIA 2023, Media Aesthetics | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **45** |
| **Total Required Hours:** | **120** |

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**Certificate in Digital Humanities**

|  |  |
| --- | --- |
| **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  CS 1114, Concepts of Programming CS 2114, Structured Programming  ENG 3053, Introduction to Digital Writing GCOM 1813,  ~~Introduction to Digital Publishing~~ Digital Publishing I 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 STCM 3553, Strategic Visual Communication | 9-11 |
| **Total Required Hours:** | **18-20** |

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**Major in Creative Media Production**

**Bachelor of Science Emphasis in Corporate Media**

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

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 47) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| MDIA 1103, Making Connections in Media and Journalism | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:**  *MDIA 1003, Mass Communications in Modern Society*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| GCOM 1813, ~~Introduction to Digital Publishing~~. Digital Publishing I | 3 |
| MDIA 2023, Media Aesthetics | 3 |
| MDIA 2033, Writing for Creative Media I | 3 |
| MDIA 2123, Audio Production I | 3 |
| MDIA 2223, Video Production I | 3 |
| MDIA 3323, Media Analytics and Data Visualization | 3 |
| MDIA 3413, Writing for Creative Media II | 3 |
| MDIA 4123, Media Management and Entrepreneurship | 3 |
| MDIA 4363, Multimedia Storytelling | 3 |
| MDIA 4812, Media Portfolio | 2 |
| **Sub-total** | **29** |
| **Emphasis Area (Corporate Media):** | **Sem. Hrs.** |
| MDIA 1011, Experiential Media I | 1 |
| MDIA 3011, Experiential Media II | 1 |
| MDIA 3123, Audio Production II | 3 |
| MDIA 3223, Video Production II | 3 |
| MDIA 3233, Video Production III | 3 |
| MDIA 4353, Corporate Media Production | 3 |
| MDIA 4473, Media Production Practicum | 3 |
| **Sub-total** | **17** |
| **Electives:** | **Sem. Hrs.** |
| Upper-level MDIA electives | 6 |
| Electives | 30 |
| **Sub-total** | **36** |
| **Total Required Hours:** | **120** |

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**Major in Creative Media Production**

**Bachelor of Science Emphasis in Graphic Communication**

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

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 47) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| MDIA 1103, Making Connections in Media and Journalism | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:**  *MDIA 1003, Mass Communications in Modern Society*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| GCOM 1813, ~~Introduction to Digital Publishing~~. Digital Publishing I | 3 |
| MDIA 2023, Media Aesthetics | 3 |
| MDIA 2033, Writing for Creative Media I | 3 |
| MDIA 2123, Audio Production I | 3 |
| MDIA 2223, Video Production I | 3 |
| MDIA 3323, Media Analytics and Data Visualization | 3 |
| MDIA 3413, Writing for Creative Media II | 3 |
| MDIA 4123, Media Management and Entrepreneurship | 3 |
| MDIA 4363, Multimedia Storytelling | 3 |
| MDIA 4812, Media Portfolio | 2 |
| **Sub-total** | **29** |
| **Emphasis Area (Graphic Communication):** | **Sem. Hrs.** |
| GCOM 2673, Digital Prepress Workflow | 3 |
| MDIA 2043, Basic Digital Photography | 3 |
| MDIA 3373, Introduction to Internet Communications | 3 |
| GCOM 3603, Graphic Production Systems | 3 |
| GCOM 3673, Desktop Publishing and Publication Design | 3 |
| GCOM 4643, Graphic Communications Management Seminar | 3 |
| MDIA 4603, Internship | 3 |
| **Sub-total** | **21** |
| **Electives:** | **Sem. Hrs.** |
| Upper-level MDIA electives | 6 |
| Electives | 26 |
| **Sub-total** | **32** |
| **Total Required Hours:** | **120** |

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**Major in Creative Media Production**

**Bachelor of Science Emphasis in Media Ministry**

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

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 47) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| MDIA 1103, Making Connections in Media and Journalism | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:**  *MDIA 1003, Mass Communications in Modern Society*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| GCOM 1813, ~~Introduction to Digital Publishing~~ Digital Publishing I | 3 |
| MDIA 2023, Media Aesthetics | 3 |
| MDIA 2033, Writing for Creative Media I | 3 |
| MDIA 2123, Audio Production I | 3 |
| MDIA 2223, Video Production I | 3 |
| MDIA 3323, Media Analytics and Data Visualization | 3 |
| MDIA 3413, Writing for Creative Media II | 3 |
| MDIA 4123, Media Management and Entrepreneurship | 3 |
| MDIA 4363, Multimedia Storytelling | 3 |
| MDIA 4812, Media Portfolio | 2 |
| **Sub-total** | **29** |
| **Emphasis Area (Media Ministry):** | **Sem. Hrs.** |
| GCOM 3673, Desktop Publishing and Publication Design | 3 |
| MDIA 1011, Experiential Media I | 1 |
| MDIA 3011, Experiential Media II | 1 |
| MDIA 3443, Media Ministry | 3 |
| MDIA 3723, Media Ministry Technology | 3 |
| MDIA 3673, Seminar in Digital Media and Design | 3 |
| MDIA 4483, Broadcast Graphics | 3 |
| MDIA 4093, Media Ministry Campaigns | 3 |
| **Sub-total** | **20** |
| **Electives:** | **Sem. Hrs.** |
| Upper-level MDIA electives | 6 |
| Electives | 27 |
| **Sub-total** | **33** |
| **Total Required Hours:** | **120** |

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**Major in Creative Media Production**

**Bachelor of Science Emphasis in Sports Media**

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

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 47) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| MDIA 1103, Making Connections in Media and Journalism | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:**  *MDIA 1003, Mass Communications in Modern Society*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| GCOM 1813, ~~Introduction to Digital Publishing~~ Digital Publishing I | 3 |
| MDIA 2023, Media Aesthetics | 3 |
| MDIA 2033, Writing for Creative Media I | 3 |
| MDIA 2123, Audio Production I | 3 |
| MDIA 2223, Video Production I | 3 |
| MDIA 3323, Media Analytics and Data Visualization | 3 |
| MDIA 3413, Writing for Creative Media II | 3 |
| MDIA 4123, Media Management and Entrepreneurship | 3 |
| MDIA 4363, Multimedia Storytelling | 3 |
| MDIA 4812, Media Portfolio | 2 |
| **Sub-total** | **29** |
| **Emphasis Area (Sports Media):** | **Sem. Hrs.** |
| MDIA 1011, Experiential Media I | 1 |
| MDIA 3011, Experiential Media II | 1 |
| MDIA 3123, Audio Production II | 3 |
| MDIA 3223, Video Production II | 3 |
| MDIA 3233, Video Production III | 3 |
| MDIA 3573, Sports Production | 3 |
| MDIA 4563, Sports Programming | 3 |
| MDIA 4573, Sportscasting | 3 |
| **Sub-total** | **20** |
| **Electives:** | **Sem. Hrs.** |
| Upper-level MDIA electives | 6 |
| Electives | 27 |
| **Sub-total** | **33** |
| **Total Required Hours:** | **120** |

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**Major in Multimedia Journalism**

**Bachelor of Science**

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

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 47) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| MDIA 1103, Making Connections in Media and Journalism | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:**  *MDIA 1003, Mass Communications in Modern Society*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:**  Cumulative minimum 2.0 GPA or better required for B.S. Multimedia Journalism Major Requirements. | **Sem. Hrs.** |
| MDIA 1013, Principles of Journalism | 3 |
| MDIA 2043, Basic Digital Photography | 3 |
| MDIA 2201, News Practicum I | 1 |
| MDIA 2313, Digital Media Production | 3 |
| MDIA 2323, Reporting Words | 3 |
| MDIA 3013, Multimedia Reporting | 3 |
| MDIA 3063, Editing for Publications and the Web | 3 |
| MDIA 3201, News Practicum II | 1 |
| MDIA 3363, Modern Media Inquiries | 3 |
| MDIA 4003, Media Law and Ethics | 3 |
| MDIA 4053, Civic Reporting | 3 |
| MDIA 4202, News Practicum III | 2 |
| MDIA 4323, DIversity and Media | 3 |
| MDIA 4603, Internship | 3 |
| **Major Electives (Select nine hours of the following with advisor approval):**  GCOM 3673, Desktop Publishing and Publication Design MDIA 1001, Media Grammar and Style  MDIA 2053, Introduction to Visual Communications MDIA 2223, Video Production I **OR**  GCOM 1813, ~~Introduction to Digital Publishing~~ Digital Publishing I  MDIA 3003, Feature Writing and Freelancing MDIA 3053, Sports Reporting  MDIA 3083, History of the Mass Media MDIA 3093, Photo Storytelling I  MDIA 3203, Audio Storytelling MDIA 3383, News in Social Media MDIA 3603, Television Reporting MDIA 4013, Photo Storytelling II  MDIA 4023, Public Opinion, Propaganda and the Mass Media MDIA 4103, Data Journalism  MDIA 4113, Specialized Reporting  MDIA 4123, Media Management and Entrepreneurship MDIA 4343, News Production and Performance **AND**  MDIA 4340, News Production and Performance Laboratory  MDIA 4552, Photojournalism Practicum and Professional Development | 9 |
| **Sub-total** | **46** |

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**Certificate of Graphic Communication**

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| GCOM 1813, ~~Introduction to Digital Publishing~~ Digital Publishing I | 3 |
| GCOM 2673, Digital Prepress Workflow | 3 |
| GCOM 3673, Desktop Publishing and Publication Design | 3 |
| GCOM 4643, Graphic Communications Management | 3 |
| **Total Required Hours:** | **12** |

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Graphic Communications (GCOM)

**GCOM 1613. Graphic Communication Systems** An exploration of the industrial materials and processes utilized for graphic preparation and reproduction including lithography, gravure, flexography, screen printing, and nonimpact printing processes. Classroom, industrial visitation and laboratory format. Fall, Spring.

**GCOM 1813. ~~Introduction to Digital Publishing~~ Digital Publishing I** An overview of the preparation of digital graphics, photographs and text for publication, and of their interrelationships. Includes application of current digital publishing software programs. Fall.

**GCOM 2673. Digital Prepress Workflow** Comprehensive overview of the major prepublishing workflow elements and the options or their interrelationships. Spring

**PROPOSED**

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**Major in Digital Technology and Design**

**Bachelor of Science Emphasis in Graphic Communications**

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

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 47) |  |
| **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. 84)  **Students with this major must take the following:**  *MDIA 1003, Mass Communications in Modern Society PSY 2013, Introduction to Psychology*  *POSC 2103, Introduction to United States Government*  *Six hours from the following: ART 2503, Fine Arts-Visual, MUS 2503, Fine Arts- Music, THEA 2503, Fine Arts-Theatre* | **35** |
| **Digital Technology and Design Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| CS 1114, Concepts of Programming | 4 |
| ENG 3023, Creative Writing | 3 |
| GRFX 1113, Design Literacy | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4773, Design Build | 3 |
| GRFX 4793, Digital Technology and Design Portfolio | 3 |
| PSY 3613, Cultural Psychology | 3 |
| **Sub-total** | **25** |
| **Emphasis in Graphic Communications:** | **Sem. Hrs.** |
| GCOM 1813, Digital Publishing I | 3 |
| GCOM 2673, Digital Prepress Workflow | 3 |
| GCOM 3673, Desktop Publishing and Publication Design | 3 |
| MDIA 2023, Media Aesthetics | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **45** |
| **Total Required Hours:** | **120** |

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**Certificate in Digital Humanities**

|  |  |
| --- | --- |
| **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  CS 1114, Concepts of Programming CS 2114, Structured Programming  ENG 3053, Introduction to Digital Writing GCOM 1813, Digital Publishing I 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 STCM 3553, Strategic Visual Communication | 9-11 |
| **Total Required Hours:** | **18-20** |

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**Major in Creative Media Production**

**Bachelor of Science Emphasis in Corporate Media**

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

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 47) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| MDIA 1103, Making Connections in Media and Journalism | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:**  *MDIA 1003, Mass Communications in Modern Society*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| GCOM 1813, Digital Publishing I | 3 |
| MDIA 2023, Media Aesthetics | 3 |
| MDIA 2033, Writing for Creative Media I | 3 |
| MDIA 2123, Audio Production I | 3 |
| MDIA 2223, Video Production I | 3 |
| MDIA 3323, Media Analytics and Data Visualization | 3 |
| MDIA 3413, Writing for Creative Media II | 3 |
| MDIA 4123, Media Management and Entrepreneurship | 3 |
| MDIA 4363, Multimedia Storytelling | 3 |
| MDIA 4812, Media Portfolio | 2 |
| **Sub-total** | **29** |
| **Emphasis Area (Corporate Media):** | **Sem. Hrs.** |
| MDIA 1011, Experiential Media I | 1 |
| MDIA 3011, Experiential Media II | 1 |
| MDIA 3123, Audio Production II | 3 |
| MDIA 3223, Video Production II | 3 |
| MDIA 3233, Video Production III | 3 |
| MDIA 4353, Corporate Media Production | 3 |
| MDIA 4473, Media Production Practicum | 3 |
| **Sub-total** | **17** |
| **Electives:** | **Sem. Hrs.** |
| Upper-level MDIA electives | 6 |
| Electives | 30 |
| **Sub-total** | **36** |
| **Total Required Hours:** | **120** |

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**Major in Creative Media Production**

**Bachelor of Science Emphasis in Graphic Communication**

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

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 47) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| MDIA 1103, Making Connections in Media and Journalism | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:**  *MDIA 1003, Mass Communications in Modern Society*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| GCOM 1813, Digital Publishing I | 3 |
| MDIA 2023, Media Aesthetics | 3 |
| MDIA 2033, Writing for Creative Media I | 3 |
| MDIA 2123, Audio Production I | 3 |
| MDIA 2223, Video Production I | 3 |
| MDIA 3323, Media Analytics and Data Visualization | 3 |
| MDIA 3413, Writing for Creative Media II | 3 |
| MDIA 4123, Media Management and Entrepreneurship | 3 |
| MDIA 4363, Multimedia Storytelling | 3 |
| MDIA 4812, Media Portfolio | 2 |
| **Sub-total** | **29** |
| **Emphasis Area (Graphic Communication):** | **Sem. Hrs.** |
| GCOM 2673, Digital Prepress Workflow | 3 |
| MDIA 2043, Basic Digital Photography | 3 |
| MDIA 3373, Introduction to Internet Communications | 3 |
| GCOM 3603, Graphic Production Systems | 3 |
| GCOM 3673, Desktop Publishing and Publication Design | 3 |
| GCOM 4643, Graphic Communications Management Seminar | 3 |
| MDIA 4603, Internship | 3 |
| **Sub-total** | **21** |
| **Electives:** | **Sem. Hrs.** |
| Upper-level MDIA electives | 6 |
| Electives | 26 |
| **Sub-total** | **32** |
| **Total Required Hours:** | **120** |

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**Major in Creative Media Production**

**Bachelor of Science Emphasis in Media Ministry**

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

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 47) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| MDIA 1103, Making Connections in Media and Journalism | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:**  *MDIA 1003, Mass Communications in Modern Society*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| GCOM 1813, Digital Publishing I | 3 |
| MDIA 2023, Media Aesthetics | 3 |
| MDIA 2033, Writing for Creative Media I | 3 |
| MDIA 2123, Audio Production I | 3 |
| MDIA 2223, Video Production I | 3 |
| MDIA 3323, Media Analytics and Data Visualization | 3 |
| MDIA 3413, Writing for Creative Media II | 3 |
| MDIA 4123, Media Management and Entrepreneurship | 3 |
| MDIA 4363, Multimedia Storytelling | 3 |
| MDIA 4812, Media Portfolio | 2 |
| **Sub-total** | **29** |
| **Emphasis Area (Media Ministry):** | **Sem. Hrs.** |
| GCOM 3673, Desktop Publishing and Publication Design | 3 |
| MDIA 1011, Experiential Media I | 1 |
| MDIA 3011, Experiential Media II | 1 |
| MDIA 3443, Media Ministry | 3 |
| MDIA 3723, Media Ministry Technology | 3 |
| MDIA 3673, Seminar in Digital Media and Design | 3 |
| MDIA 4483, Broadcast Graphics | 3 |
| MDIA 4093, Media Ministry Campaigns | 3 |
| **Sub-total** | **20** |
| **Electives:** | **Sem. Hrs.** |
| Upper-level MDIA electives | 6 |
| Electives | 27 |
| **Sub-total** | **33** |
| **Total Required Hours:** | **120** |

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**Major in Creative Media Production**

**Bachelor of Science Emphasis in Sports Media**

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

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 47) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| MDIA 1103, Making Connections in Media and Journalism | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:**  *MDIA 1003, Mass Communications in Modern Society*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| GCOM 1813, Digital Publishing I | 3 |
| MDIA 2023, Media Aesthetics | 3 |
| MDIA 2033, Writing for Creative Media I | 3 |
| MDIA 2123, Audio Production I | 3 |
| MDIA 2223, Video Production I | 3 |
| MDIA 3323, Media Analytics and Data Visualization | 3 |
| MDIA 3413, Writing for Creative Media II | 3 |
| MDIA 4123, Media Management and Entrepreneurship | 3 |
| MDIA 4363, Multimedia Storytelling | 3 |
| MDIA 4812, Media Portfolio | 2 |
| **Sub-total** | **29** |
| **Emphasis Area (Sports Media):** | **Sem. Hrs.** |
| MDIA 1011, Experiential Media I | 1 |
| MDIA 3011, Experiential Media II | 1 |
| MDIA 3123, Audio Production II | 3 |
| MDIA 3223, Video Production II | 3 |
| MDIA 3233, Video Production III | 3 |
| MDIA 3573, Sports Production | 3 |
| MDIA 4563, Sports Programming | 3 |
| MDIA 4573, Sportscasting | 3 |
| **Sub-total** | **20** |
| **Electives:** | **Sem. Hrs.** |
| Upper-level MDIA electives | 6 |
| Electives | 27 |
| **Sub-total** | **33** |
| **Total Required Hours:** | **120** |

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**Major in Multimedia Journalism**

**Bachelor of Science**

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

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 47) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| MDIA 1103, Making Connections in Media and Journalism | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:**  *MDIA 1003, Mass Communications in Modern Society*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:**  Cumulative minimum 2.0 GPA or better required for B.S. Multimedia Journalism Major Requirements. | **Sem. Hrs.** |
| MDIA 1013, Principles of Journalism | 3 |
| MDIA 2043, Basic Digital Photography | 3 |
| MDIA 2201, News Practicum I | 1 |
| MDIA 2313, Digital Media Production | 3 |
| MDIA 2323, Reporting Words | 3 |
| MDIA 3013, Multimedia Reporting | 3 |
| MDIA 3063, Editing for Publications and the Web | 3 |
| MDIA 3201, News Practicum II | 1 |
| MDIA 3363, Modern Media Inquiries | 3 |
| MDIA 4003, Media Law and Ethics | 3 |
| MDIA 4053, Civic Reporting | 3 |
| MDIA 4202, News Practicum III | 2 |
| MDIA 4323, DIversity and Media | 3 |
| MDIA 4603, Internship | 3 |
| **Major Electives (Select nine hours of the following with advisor approval):**  GCOM 3673, Desktop Publishing and Publication Design MDIA 1001, Media Grammar and Style  MDIA 2053, Introduction to Visual Communications  MDIA 2223, Video Production I **OR**  GCOM 1813, Digital Publishing I  MDIA 3003, Feature Writing and Freelancing MDIA 3053, Sports Reporting  MDIA 3083, History of the Mass Media MDIA 3093, Photo Storytelling I  MDIA 3203, Audio Storytelling MDIA 3383, News in Social Media MDIA 3603, Television Reporting MDIA 4013, Photo Storytelling II  MDIA 4023, Public Opinion, Propaganda and the Mass Media MDIA 4103, Data Journalism  MDIA 4113, Specialized Reporting  MDIA 4123, Media Management and Entrepreneurship MDIA 4343, News Production and Performance **AND**  MDIA 4340, News Production and Performance Laboratory  MDIA 4552, Photojournalism Practicum and Professional Development | 9 |
| **Sub-total** | **46** |

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**Certificate of Graphic Communication**

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| **Required Courses:** | **Sem. Hrs.** |
| GCOM 1813, Digital Publishing I | 3 |
| GCOM 2673, Digital Prepress Workflow | 3 |
| GCOM 3673, Desktop Publishing and Publication Design | 3 |
| GCOM 4643, Graphic Communications Management | 3 |
| **Total Required Hours:** | **12** |

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Graphic Communications (GCOM)

**GCOM 1613. Graphic Communication Systems** An exploration of the industrial materials and processes utilized for graphic preparation and reproduction including lithography, gravure, flexography, screen printing, and nonimpact printing processes. Classroom, industrial visitation and laboratory format. Fall, Spring.

**GCOM 1813. Digital Publishing I** An overview of the preparation of digital graphics, photographs and text for publication, and of their interrelationships. Includes application of current digital publishing software programs. Fall.

**GCOM 2673. Digital Prepress Workflow** Comprehensive overview of the major prepublishing workflow elements and the options or their interrelationships. Spring