Code # COM 49(Rev)

**New/Special Course Proposal-Bulletin Change Transmittal Form**

**Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

**Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [mmcginnis@astate.edu](mailto:mmcginnis@astate.edu)

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| --- |
| **New Course or**  **Special Course (Check one box)**  *Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary.* |

|  |  |
| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

1. Proposed Course Prefix and Number (For variable credit courses, indicate variable range.)

CMP 2313

2. 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).

Multimedia Production

3. 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 problems, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture and Lab

4. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

Standard

5. Is this course dual listed (undergraduate/graduate)?

No

6. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

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

A comprehensive, basic course in audio, video, photo and text production for many distribution platforms

8. Indicate all prerequisites and 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).

a. Are there any prerequisites?

No

b. Why?

This is an entry level course offering in the college of media and communication

9. Course frequency(e.g. Fall, Spring, Summer). Not applicable to Graduate courses.

Fall, Spring, Summer

10. Contact Person (Name, Email Address, Phone Number)

Osa’ Amienyi

11. Proposed Starting Term/Year

Spring 2014

12. Is this course in support of a new program? Yes

If yes, what program?

This course is in support of the Department of Media as a core requirement for both the multimedia journalism and creative media production programs.

13. Does this course replace a course being deleted? No

If yes, what course?

Enter text...

Has this course number been used in the past? No

*Submit Course Deletion Proposal-Bulletin Change Transmittal Form.*

14. Does this course affect another program? NO

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

15. Justification should include:

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

This course provides students with basic entry level knowledge and skills in the area of production as it relates to radio, television, and online media audio and video content.

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.

This course aligns with the mission of the department in terms of helping to create media based professionals. This course also aligns with the core competencies and values listed by the external accrediting agency (AEJMC).

c. Student population served.

This course serves media majors as well as other university students seeking to have experience in producing media based content for multiple media distribution platforms.

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

This course is taught at the two thousand level because the information is designed to be a broad based basic overview of production in multiple formats. This course is designed to support higher level offerings in audio/video production and field and post production.

16. 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.)

Course Overview

Week 1: Introduction to course

Week 2: Introduction to Audio

Week 3: Basic Audio Technologies and Theories

Week 4: Audio Project (Lab based)

Week 5: Introduction to Video

Week 6: Basic Video Technologies and Theories

Week 7: Video Project (Lab/field based)

Week 8: Basic Photo Application

Week 9: Theoretical Discussions of Photo

Week 10: Photo Project (lab/field)

Week 11: Introduction to Textual Design

Week 12: Text and Technology

Week 13: Text Project (Lab/Field)

Week 14: Final Projects/Presentations Due

Week 15: Final Exam (Comprehensive)

17. Course requirements (e.g. research papers, projects, interviews, tests, etc.)

1 Examination

Audio Project

Video Project

Photo Project

Text Project

Comprehensive Multimedia Project

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

N/Z

19. Department staffing and classroom/lab resources (Will this require additional faculty, supplies, etc.?)

This course can be taught without additional faculty or expenses.

20. What is the primary intended learning goal for students enrolled in this course?

Students will gain a basic understanding of skills, concepts and theories in the production and presentation of audio and video programming.

21. Reading and writing requirements:

a. Name of book, author, edition, company and year

Zettl, H. (2011). TV production handbook. Wadsworth Publishing.

Alten, S. (2010). Audio basics. Syracuse Publishing

b. Number of pages of reading required per week: 30-40

c. Number of pages of writing required over the course of the semester: Enter text...

22. High-Impact Activities (Check all that apply)

Collaborative assignments

Research with a faculty member

Diversity/Global learning experience

Service learning or community learning

Study abroad

Internship

Capstone or senior culminating experience

Other Explain: Enter text...

23. Considering the indicated primary goal (in Box #20), provide up to three outcomes that you expect of students after completion of this course.

**Outcome #1:** (For example, what will students who meet this goal know or be able to do as a result of this course?)

Students will demonstrate a basic understanding of audio production.

Learning Activity:(For example, what instructional processes do you plan to use to help students reach this outcome?)

Lecture, course readings

Assessment Tool: (For example, what will students demonstrate, represent, or produce to provide evidence of their learning?)

Students will complete a basic audio production project which will be graded with a rubric.

*(Repeat if needed for additional outcomes 2 and 3)*

**Outcome #2:**

Students will demonstrate a basic understanding of video production

Learning Activity:

Lecture, course readings

Assessment Tool:

Students will complete a basic video production project which will be graded with a rubric

**Outcome #3**:

Enter text...

Learning Activity:

Enter text...

Assessment Tool:

Enter text...

24. Please indicate the extent to which this course addresses university-level student learning outcomes:

* 1. Global Awareness

Minimally  
Indirectly  
Directly

* 1. Thinking Critically

Minimally  
Indirectly  
Directly

* 1. Using Technology

Minimally  
Indirectly  
Directly

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
2. Go to <http://registrar.astate.edu/bulletin.htm> and choose either undergraduate or graduate.
3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
5. Right-click on the highlighted area.
6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
8. Right-click immediately below this area and choose “paste”.
9. For additions to the bulletin, please change font color and make the font size larger than the surrounding text. Make it noticeable.
10. For deletions, strike through the text, change the font color, and enlarge the font size. Make it noticeable.

Paste bulletin pages here...