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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 9/19/2019\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **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 2223

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).

Video Production I

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

Introductory course that focuses on the basics of creating videos in the field and studio by shooting good video, recording good audio, editing raw footage into a coherent story or presentation, and sharing finished videos.

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 is an introductory level course in Creative Media Production program.

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 and Lab

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/Complete Pre-Course Assessment

Assign media projects to be completed before the end of the semester.

Week 2

Begin project 1

Week 3

Continue project 1

Week 4

Begin project 2

Submit project 1

Week 5

Continue project 2

Week 6

Continue project 2

Week 7

Submit project 2

Mid-Term Exam

Week 8

Begin project 3

Week 9

Continue project 3

Week 10

Submit project 3

Begin project 4

Begin portfolio website creation

Week 11

Continue project 4

Week 12

Continue project 4

Week 13

Continue Project 4

Week 14

Submission of all projects completed throughout the semester via portfolio website

Portfolio Website Presentation

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

Depending on the media project, student may be required to participate in off campus production activities.

19. Department staffing and classroom/lab resources

Students will need access to equipment and facilities within the Department of Media to complete projects. Faculty will meet weekly with students in faculty offices or production facilities.

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 develop an awareness of the skills, concepts, and principles required to produce video for distribution through traditional and new platforms. Products produced during this course will be inserted into the student portfolio created in the class, and that portfolio will reviewed by the Creative Media Production Advisory Board at the end of their time in the Department. 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.

* Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.

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.

The class is open to all students at Arkansas State University, without prerequisite, and may be taken as an elective or towards completion of a certificate. In addition, students pursuing a degree in the Department of Media with an emphasis in Creative Media Production are required to complete Video Production I.

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

Video Production I is an introduction to the knowledge and skills acquired by Creative Media Production undergraduate students during their career at Arkansas State. Consequently, the course is designed for freshman and sophomore level students.

**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?

2. Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.

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 2 (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. |

**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 be able to define basic video camera operations |
| Which learning activities are responsible for this outcome? | Students will participate in class lectures and demonstrations  Students will complete certifications outside of class time in a flipped classroom model |
| Assessment Measure | Mid-Term Exam  Completion of Lynda.com Certifications |
| Who is responsible for assessing and reporting on the results? | Course instructor will assess and report results of the mid-term exam and lynda certifications |

*(Repeat if needed for additional outcomes)*

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| **Outcome 2** | Students will be able to define basic video editing software terms and concepts |
| Which learning activities are responsible for this outcome? | Students will participate in class lectures and demonstrations  Students will complete certifications outside of class time in a flipped classroom model |
| Assessment Measure | Mid-Term Exam  Completion of Lynda.com Certifications |
| Who is responsible for assessing and reporting on the results? | Course instructor will assess and report results of the mid-term exam and lynda certifications |

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| **Outcome 3** | Students will demonstrate a basic understanding of production techniques |
| Which learning activities are responsible for this outcome? | Creation of video projects for the student’s portfolio |
| Assessment Measure | Projects |
| Who is responsible for assessing and reporting on the results? | Course instructor will assess and report results of the project grades |

**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 2223. Video Production I** Introductory course that focuses on the basics of creating videos in the field and studio by shooting good video, recording good audio, editing raw footage into a coherent story or presentation, and sharing finished videos. 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.