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| For Registrar’s Use only |

Code # COM38

**New Program/Certificate 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)

|  |
| --- |
| **New Certificate or Degree Program** (The following critical elements are taken directly from the Arkansas Department of Higher Education’s “Criteria and Procedures for Preparing Proposals for New Programs”.) 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 Program Title**

Creative Media Production

**2. CIP Code Requested**

09.07

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

Brad Rawlins, [brawlins@astate.edu](mailto:brawlins@astate.edu), 870-972-3161

**4. Proposed Starting Date**

Fall 2013

**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.

**Communication**

*Professor Brad Rawlins, Dean*

The College of Communications offers students the opportunity to combine the best of a broad education in the liberal arts and sciences with the academic and professional preparation required in the wide variety of fields in communications. ~~The college has three departments: Communication Studies; Journalism; and Radio-Television. The Departments of Journalism and Radio-Television are accredited by the Ac­crediting Council on Education in Journalism and Mass Communications.~~ The college offers four baccalaureate degrees through two departments: The Media Department offers Bachelor of Science degrees in Multimedia Journalism and Creative Media Production, and the Communication Department offers a Bachelor of Science in Strategic Communication and a Bachelor of Arts in Communication Studies. The three Bachelor of Science degrees are accredited by the Accrediting Council on Education in Journalism and Mass Communications.

Studies in the college allow students to learn to gather, organize, synthesize and communicate information professionally in a democratic, multi-cultural society. They learn to think critically and com­municate effectively in preparation for productive roles, for example, in news, radio, television, film, public relations, organizational communication, advertising, photojournalism, graphic communications, web and multimedia production and design or health communication. Students also find communications courses excellent preparation for graduate work and the study of law.

The College of Communications offers students opportunities to apply what they learn in a variety of national student organizations, including: The Herald, ASU-TV, the ASU Debate Team, American Advertising Federation, Society of Professional Journalists, National Broadcasting Society, National Press Photographers Association, Gamma Tau Epsilon (graphic communications), Public Relations Student Society of America, the Association of Women in Communications, the Undergraduate Student Research Association, and three honorary groups: Kappa Tau Alpha (journalism and mass communications), Pi Kappa Delta (forensics), and Lambda Pi Eta (communication).

In addition to meeting the general requirements for all baccalaureate degrees, candidates for a bachelor of science in Radio-Television or Journalism must complete 120 hours. Students pursuing degrees in radio-television and journalism are required to have a minor outside their two departments. The minor must be approved by the student’s advisor. Students pursuing a bachelor of arts in Com­munication Studies must complete 120 hours. Students pursuing a degree in Communication Studies are not required to have a minor.

To assure that students earning the bachelor of science degree in journalism or radio-television acquire the broad education needed by a mass communications professional, the college requires that 80 semester hours of a student’s degree program be completed outside the Departments of Radio- Television and Journalism. At least 65 of the 80 hours must be in courses approved as “liberal arts and sciences.” A list of approved courses is available at department offices.

The College of Communications offers students opportunities to apply what they learn in a variety of national student organizations, including: The Herald, ASU-TV, the Forensics team, American Ad­vertising Federation, Society of Professional Journalists, National Broadcasting Society, National Press Photographers Association, Gamma Tau Epsilon (graphic communications), Public Relations Student Society of America, the Association of Women in Communications, the Undergraduate Student Research Association, and three honorary groups: Kappa Tau Alpha (journalism and mass communications), Pi Kappa Delta (forensics), and Lambda Pi Eta (communication).

The three Bachelor of Science degrees (Multimedia Journalism, Creative Media Production and Strategic Communication) adhere to the learning outcomes espoused by the Accrediting Council on Education in Journalism and Mass Communication. Graduates of these programs should be aware of certain core values and competencies and should be able to:

* understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
* demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
* demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
* understand concepts and apply theories in the use and presentation of images and information;
* demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* think critically, creatively and independently;
* conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* apply basic numerical and statistical concepts;
* apply tools and technologies appropriate for the communications professions in which they work.

**DEGREE REQUIREMENTS**

In addition to meeting the general requirements, candidates for the Bachelor of Science degree in Multimedia Journalism, Creative Media Production, and Strategic Communication must complete the following:

1. Take at least 72 hours outside of the three Bachelor of Science degrees offered in the College of Media and Communication.
2. A minor outside of the College of Media and Communication. The minor must be approved by the student’s advisor.
3. Earn no more than three hours of internship credit towards the 120 hours required for graduation.
4. Take a senior exit exam on the study day prior to final exams of his or her last semester of enrollment.
5. Complete an exit survey and submit a resume prior to graduation.

**COLLEGE OF MEDIA AND COMMUNICATION CORE COURSES Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

**Total Required Hours 4**

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**Department of ~~Journalism~~ Media**

Professor Gil Fowler, Chair

**Professors:** Fears

**Associate Professors:** Hill

**Assistant Professors:** Combs, Hall

**Instructors:** Mishra, Moskal, Thrasher

The professional program in journalism provides the opportunity for individuals to prepare for productive roles in news-editorial journalism, public relations, advertising, graphic communications, or photojournalism. The program strives to provide realistic instruction in modern journalistic techniques, promote a rich background in the liberal arts and sciences, and present current communications problems and trends in the context of their origin and development.

1. To assure that students earning the bachelor of science degree in journalism acquire the broad education needed by a mass communications professional, the college re­quires that 80 semester hours of a student’s degree program be completed outside the Departments of Radio-Television and Journalism. At least 65 of the 80 hours must be in courses approved as “liberal arts and sciences.” A list of approved courses is available at department offices.

2. Areas within the liberal arts and sciences include art history, biology, botany, chemistry, computer science, criminology, economics, English, entomology, French, geography, geology, German, history, mathematics, music history and literature, philosophy, political science, physics, psychology, sociology, Spanish, theatre and film history and apprecia­tion, zoology.

3. No more than three hours of internship credit may be counted within the 120 hours required for graduation.

4. The student must take a senior exit exam on the study day prior to final exams of his or her last semester of enrollment.

5. The student must complete an exit survey and submit a resume prior to graduation.

Chair

**Professors:** Amienyi, Fears, Pitts

**Associate Professors:** Zeng

**Assistant Professors:** Bowman, Combs, Tait

**Instructors:** Brown, Doyle, Mishra, Pillow, Roberts, Thrasher

The Department of Media offers Bachelor of Science degrees in Multimedia Journalism and Creative Media Production. Students can emphasize in news editorial, broadcast journalism, photojournalism, multimedia journalism, sports journalism, audio and video production, multimedia production, narrative film, and sports production.

**MULTIMEDIA JOURNALISM PROGRAM:**

The multimedia journalism program prepares working journalists and news practitioners to generate, research, write, and produce newsworthy content across the spectrum of news media. Through hands-on instruction, practical workplace experience and conceptual coursework, students learn how to create and distribute content for print, radio, television, websites and interactive media.

Multimedia journalism is designed to develop news judgment and storytelling skills applicable to a variety of professions and media outlets and talent for performance and teamwork. This program builds the foundation on which graduates can establish a career in modern news media across platforms.

**CREATIVE MEDIA PRODUCTION PROGRAM:**

The creative media production program prepares practitioners who understand the world of production, from concept to program completion. Through hands-on instruction and conceptual coursework students learn how to create and distribute content for radio, television, film, websites and interactive media.

Creative Media Production is designed to nurture students with a passion for storytelling and communicating, and a talent for expressing themselves through visual media. This preparation provides a solid foundation on which to build their careers in a variety of rewarding professions.

**DEGREE REQUIREMENTS**

Students earning a Bachelor of Science from the Department of Media must complete the following:

1. Take at least 72 hours outside of the three Bachelor of Science degrees offered in the College of Media and Communication.
2. A minor outside of the College of Media and Communication. The minor must be approved by the student’s advisor.
3. Earn no more than three hours of internship credit towards the 120 hours required for graduation.
4. Take a senior exit exam on the study day prior to final exams of his or her last semester of enrollment.
5. Complete an exit survey and submit a resume prior to graduation.

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**~~Department of Radio-Television~~**

*~~Professor Osabuohien P. Amienyi, Chair~~*

**~~Professors:~~** *~~Pitts~~*

**~~Associate Professors:~~** *~~Zeng~~*

**~~Assistant Professors:~~** *~~Bowman, Byars, Pan, Zeng~~*

**~~Instructors:~~** *~~Brown, Doyle, Pillow, Roberts~~*

**~~Temporary Instructors:~~** *~~Abdenhour~~*

~~The program in radio and television offers emphases in broadcast journalism and production, which has options in video/audio, new media or narrative motion picture. The program is designed to provide the practical and theoretical knowledge necessary for those who would pursue careers in the broadcast, cable, digital/interactive media and related industries and for those who plan graduate work in communications.~~

~~1. To assure that students earning the bachelor of science degree radio-television acquire the broad education needed by a mass communications professional, the college re­quires that 80 semester hours of a student’s degree program be completed outside the Departments of Radio-Television and Journalism. At least 65 of the 80 hours must be in courses approved as “liberal arts and sciences.” A list of approved courses is available at department offices.~~

~~2. Areas within the liberal arts and sciences include art history, biology, botany, chemistry, computer science, economics, English, entomology, French, geography, geology, German, history, mathematics, music history and literature, philosophy, political science, physics, psychology, sociology, Spanish, theatre and film history and appreciation, zoology.~~

~~3. No more than three hours of internship credit may be counted within the 120 hours re­quired for graduation.~~

~~4. The student must take a senior exit exam on the study day prior to final exams of his or her last semester of enrollment.~~

~~5. The student must complete an exit survey and submit a resume prior to graduation.~~

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*The bulletin can be accessed at http://www2.astate.edu/a/registrar/tools-forms/bulletins.dot*

**~~Major in Radio-Television~~**

**~~Bachelor of Science~~**

**~~Emphasis in Broadcast Journalism~~**

~~A complete 8-semester degree plan is available at http://registrar.astate.edu/.~~

|  |  |
| --- | --- |
| **~~University Requirements:~~** | |
| ~~See University General Requirements for Baccalaureate degrees (p. 40)~~ | |
| **~~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. 82)~~  *~~JOUR/RTV 1003 will NOT be accepted to fulfill General Education Requirements in this major.~~*  **~~Students with this major must take the following:~~**  *~~SCOM 1203, Oral Communication (Required Departmental Gen. Ed. Option)~~* | **~~35~~** |
| **~~Major Requirements:~~** | **~~Sem. Hrs.~~** |
| ~~RTV 1003, Mass Communications in Modern Society~~ | ~~3~~ |
| ~~RTV 2003, News Writing~~ | ~~3~~ |
| ~~RTV 2023, Audio Production~~ | ~~3~~ |
| ~~RTV 3023, Video Production~~ | ~~3~~ |
| ~~RTV 3033, Video Post Production~~ | ~~3~~ |
| ~~RTV 3363, Communications Research~~ | ~~3~~ |
| ~~RTV 3373, Introduction to Internet Communications~~ | ~~3~~ |
| ~~RTV 4073, Communications Law & Ethics~~ | ~~3~~ |
| ~~RTV 4313, Electronic Media Management~~ | ~~3~~ |
| **~~Sub-total~~** | **~~27~~** |
| **~~Emphasis Area (Broadcast Journalism):~~** | **~~Sem. Hrs.~~** |
| ~~RTV 3003, Reporting for the Electronic Media~~ | ~~3~~ |
| ~~RTV 3103, Electronic News Gathering~~ | ~~3~~ |
| ~~RTV 4323, News Production and Performance~~ | ~~3~~ |
| **~~Select one of the following:~~**  ~~JOUR 4083, Sports, Business & Opinion Writing~~  ~~RTV 3343, Advanced Radio Practicum~~  ~~RTV 4553, Multimedia Reporting~~  ~~RTV 4443, Internship~~ | ~~3~~ |
| ~~RTV/JOUR Electives~~ | ~~3-6~~ |
| **~~Sub-total~~** | **~~15-18~~** |
| **~~Minor:~~** | **~~Sem. Hrs.~~** |
| *~~Must be in the liberal arts and sciences and approved by advisor.~~* | **~~18-21~~** |
| **~~Electives:~~** | **~~Sem. Hrs.~~** |
| ~~Electives~~ | **~~16-22~~** |
| **~~Total Required Hours:~~** | **~~120~~** |

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**~~Major in Radio-Television~~**

**~~Bachelor of Science~~**

**~~Emphasis in Production - Video/Audio~~**

~~A complete 8-semester degree plan is available at http://registrar.astate.edu/.~~

|  |  |
| --- | --- |
| **~~University Requirements:~~** | |
| ~~See University General Requirements for Baccalaureate degrees (p. 40)~~ | |
| **~~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. 82)~~  *~~JOUR/RTV 1003 will NOT be accepted to fulfill General Education Requirements in this major.~~*  **~~Students with this major must take the following:~~**  *~~SCOM 1203, Oral Communication (Required Departmental Gen. Ed. Option)~~* | **~~35~~** |
| **~~Major Requirements:~~** | **~~Sem. Hrs.~~** |
| ~~RTV 1003, Mass Communications in Modern Society~~ | ~~3~~ |
| ~~RTV 2003, News Writing~~ | ~~3~~ |
| ~~RTV 2023, Audio Production~~ | ~~3~~ |
| ~~RTV 3023, Video Production~~ | ~~3~~ |
| ~~RTV 3033, Video Post Production~~ | ~~3~~ |
| ~~RTV 3363, Communications Research~~ | ~~3~~ |
| ~~RTV 3373, Introduction to Internet Communications~~ | ~~3~~ |
| ~~RTV 4073, Communications Law & Ethics~~ | ~~3~~ |
| ~~RTV 4313, Electronic Media Management~~ | ~~3~~ |
| **~~Sub-total~~** | **~~27~~** |
| **~~Emphasis Area (Production - Video/Audio):~~** | **~~Sem. Hrs.~~** |
| ~~RTV 3013, Promotional Writing for the Electronic Media~~ | ~~3~~ |
| ~~RTV 3343, Advanced Radio Practicum~~ **~~OR~~**  ~~RTV 4383, Advanced Television Production~~ **~~OR~~**  ~~RTV 4443, Internship~~ | ~~3~~ |
| ~~RTV 4353, Corporate Media Production~~ | ~~3~~ |
| **~~Select one of the following:~~**  ~~JOUR 3673, Desktop Publishing and Publication Design~~  ~~RTV 3673, Seminar in Digital Media and Design~~  ~~RTV 4443, Internship~~  ~~RTV 4473, Advanced Internet Communications~~ | ~~3~~ |
| ~~RTV/JOUR Electives (must be approved by advisor)~~ | ~~3-6~~ |
| **~~Sub-total~~** | **~~15-18~~** |
| **~~Minor:~~** | **~~Sem. Hrs.~~** |
| *~~Must be in the liberal arts and sciences and approved by advisor.~~* | **~~18-21~~** |
| **~~Electives:~~** | **~~Sem. Hrs.~~** |
| ~~Electives~~ | **~~16-22~~** |
| **~~Total Required Hours:~~** | **~~120~~** |

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**~~Major in Radio-Television~~**

**~~Bachelor of Science~~**

**~~Emphasis in Production - Narrative Motion Pictures~~**

~~A complete 8-semester degree plan is available at http://registrar.astate.edu/.~~

|  |  |
| --- | --- |
| **~~University Requirements:~~** | |
| ~~See University General Requirements for Baccalaureate degrees (p. 40)~~ | |
| **~~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. 82)~~  *~~JOUR/RTV 1003 will NOT be accepted to fulfill General Education Requirements in this major.~~*  **~~Students with this major must take the following:~~**  *~~SCOM 1203, Oral Communication (Required Departmental Gen. Ed. Option)~~* | **~~35~~** |
| **~~Major Requirements:~~** | **~~Sem. Hrs.~~** |
| ~~RTV 1003, Mass Communications in Modern Society~~ | ~~3~~ |
| ~~RTV 2003, News Writing~~ | ~~3~~ |
| ~~RTV 2023, Audio Production~~ | ~~3~~ |
| ~~RTV 3023, Video Production~~ | ~~3~~ |
| ~~RTV 3033, Video Post Production~~ | ~~3~~ |
| ~~RTV 3363, Communications Research~~ | ~~3~~ |
| ~~RTV 3373, Introduction to Internet Communications~~ | ~~3~~ |
| ~~RTV 4073, Communications Law & Ethics~~ | ~~3~~ |
| ~~RTV 4313, Electronic Media Management~~ | ~~3~~ |
| **~~Sub-total~~** | **~~27~~** |
| **~~Emphasis Area (Narrative Motion Pictures):~~** | **~~Sem. Hrs.~~** |
| ~~RTV 3303, History of Moving Images/Narrative Motion Pictures~~ | ~~3~~ |
| ~~RTV 3403, Screenwriting for Narrative Motion Pictures~~ | ~~3~~ |
| ~~RTV 3503, Film Cinematography, Lighting and Editing~~ | ~~3~~ |
| ~~RTV 4303, Advanced Filmmaking Techniques~~ | ~~3~~ |
| ~~RTV 4403, Film Distribution and Exhibition~~ | ~~3~~ |
| ~~RTV 4503, Film Practicum~~ | ~~3~~ |
| **~~Sub-total~~** | **~~18~~** |
| **~~Minor:~~** | **~~Sem. Hrs.~~** |
| *~~Must be in the liberal arts and sciences and approved by advisor.~~* | **~~18-21~~** |
| **~~Electives:~~** | **~~Sem. Hrs.~~** |
| ~~Electives~~ | **~~16-19~~** |
| **~~Total Required Hours:~~** | **~~120~~** |

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**~~Major in Radio-Television~~**

**~~Bachelor of Science~~**

**~~Emphasis in Production - New Media~~**

~~A complete 8-semester degree plan is available at http://registrar.astate.edu/.~~

|  |  |
| --- | --- |
| **~~University Requirements:~~** | |
| ~~See University General Requirements for Baccalaureate degrees (p. 40)~~ | |
| **~~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. 82)~~  *~~JOUR/RTV 1003 will NOT be accepted to fulfill General Education Requirements in this major.~~*  **~~Students with this major must take the following:~~**  *~~SCOM 1203, Oral Communication (Required Departmental Gen. Ed. Option)~~* | **~~35~~** |
| **~~Major Requirements:~~** | **~~Sem. Hrs.~~** |
| ~~RTV 1003, Mass Communications in Modern Society~~ | ~~3~~ |
| ~~RTV 2003, News Writing~~ | ~~3~~ |
| ~~RTV 2023, Audio Production~~ | ~~3~~ |
| ~~RTV 3023, Video Production~~ | ~~3~~ |
| ~~RTV 3033, Video Post Production~~ | ~~3~~ |
| ~~RTV 3363, Communications Research~~ | ~~3~~ |
| ~~RTV 3373, Introduction to Internet Communications~~ | ~~3~~ |
| ~~RTV 4073, Communications Law & Ethics~~ | ~~3~~ |
| ~~RTV 4313, Electronic Media Management~~ | ~~3~~ |
| **~~Sub-total~~** | **~~27~~** |
| **~~Emphasis Area (New Media):~~** | **~~Sem. Hrs.~~** |
| ~~RTV 3013, Promotional Writing for the Electronic Media~~ | ~~3~~ |
| ~~RTV 4363, Multimedia Storytelling~~ | ~~3~~ |
| ~~RTV 4473, Advanced Internet Communications~~ | ~~3~~ |
| **~~Select one of the following:~~**  ~~JOUR 3043, Photography~~  ~~JOUR 3673, Desktop Publishing and Publication Design~~  ~~RTV 3673, Seminar in Digital Media and Design~~  ~~RTV 4443, Internship~~ | ~~3~~ |
| ~~RTV/JOUR Electives~~ | ~~3-6~~ |
| **~~Sub-total~~** | **~~15-18~~** |
| **~~Minor:~~** | **~~Sem. Hrs.~~** |
| *~~Must be in the liberal arts and sciences and approved by advisor.~~* | **~~18-21~~** |
| **~~Electives:~~** | **~~Sem. Hrs.~~** |
| ~~Electives~~ | **~~16-22~~** |
| **~~Total Required Hours:~~** | **~~120~~** |

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~~Department of Radio-Television Minors~~

**~~Minor in Radio-Television~~**

|  |  |
| --- | --- |
| **~~Required Courses:~~** | **~~Sem. Hrs.~~** |
| ~~RTV 2003, News Writing~~ | ~~3~~ |
| ~~RTV 2023, Audio Production~~ | ~~3~~ |
| ~~RTV 3023, Video Production~~ **~~OR~~**  ~~RTV 3033, Video Post Production~~ | ~~3~~ |
| ~~Upper-level Radio-Television electives~~ | ~~9~~ |
| **~~Total Required Hours:~~** | **~~18~~** |

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**Major in Creative Media Production**

**Bachelor of Science**

**Emphasis in Audio/Video Production**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

See General Education Curriculum for Baccalaureate Degrees (p.82) 35

**Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

CMP 2313, Multimedia Production 3

CMP 3363, Communications Research 3

CMP 4363, Multimedia Storytelling 3

JOUR 4123, Media Management and Entrepreneurship 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

Sub-total 19

**Emphasis Area (Audio/Video Production) Sem. Hrs.**

CMP 2353, Audio and Video Production 3

CMP 3343, Advanced Radio Practicum OR 3

CMP 4383, Advanced Television Production

CMP 3353, Field and Post Production 3

CMP 4353, Corporate Media Production 3

CMP 4483, Broadcast Graphics 3

**Sub-total 15**

**College Electives Sem. Hrs.**

Select 2 courses from the College of Media and Communication 6

**Minor Sem. Hrs.**

Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

Electives 14-17

**Total Required Hours: 120**

**Major in Creative Media Production**

**Bachelor of Science**

**Emphasis in Sports Production**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

See General Education Curriculum for Baccalaureate Degrees (p.82) 35

**Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

CMP 2313, Multimedia Production 3

CMP 3363, Communications Research 3

CMP 4363, Multimedia Storytelling 3

JOUR 4123, Media Management and Entrepreneurship 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

Sub-total 19

**Emphasis Area (Sports Production) Sem. Hrs.**

CMP 3573, Sports Production 3

CMP 4563, Sports Programming 3

CMP 4573, Sportscasting 3

MCOM 4063, Internship 3

**Sub-total 12**

**College Electives Sem. Hrs.**

Select 2-3 courses from the College of Media and Communication 6-9

**Minor Sem. Hrs.**

Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

Electives 14-17

**Total Required Hours: 120**

**Major in Creative Media Production**

**Bachelor of Science**

**Emphasis in Narrative Media**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

See General Education Curriculum for Baccalaureate Degrees (p.82) 35

**Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

CMP 2313, Multimedia Production 3

CMP 3363, Communications Research 3

CMP 4363, Multimedia Storytelling 3

JOUR 4123, Media Management and Entrepreneurship 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

Sub-total 19

**Emphasis Area (Narrative Motion Picture) Sem. Hrs.**

CMP 3403, Screenwriting for Narrative Motion Pictures 3

CMP 3503, Film Cinematography, Lighting and Editing 3

CMP 4303, Advanced Filmmaking Techniques 3

MCOM 4063, Internship 3

**Sub-total 12**

**College Electives Sem. Hrs.**

Select 2-3 courses from the College of Media and Communication 6-9

**Minor Sem. Hrs.**

Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

Electives 14-17

**Total Required Hours: 120**

**Major in Creative Media Production**

**Bachelor of Science**

**Emphasis in Graphic Communication**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

See General Education Curriculum for Baccalaureate Degrees (p.82) 35

**Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

CMP 2313, Multimedia Production 3

CMP 3363, Communications Research 3

CMP 4363, Multimedia Storytelling 3

JOUR 4123, Media Management and Entrepreneurship 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

Sub-total 19

**Emphasis Area (Graphic Communication) Sem. Hrs.**

GCOM 1813, Introduction to Digital Publishing 3

GCOM 2673, Digital Prepress 3

GCOM 3603, Graphic Production Systems 3

GCOM 3673, Desktop Publishing and Publication Design 3

GCOM 4643, Graphic Communications Management 3

**Sub-total 15**

**College Electives Sem. Hrs.**

Select 2 courses from the College of Media and Communication 6

**Minor Sem. Hrs.**

Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

Electives 14-17

**Total Required Hours: 120**

**Department of Media Minors**

**Minor in Multimedia Journalism**

**Required Courses: Sem. Hrs.**

CMP 2313, Multimedia Production 3

JOUR 2013, Multimedia Reporting 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

Nine upper-level hours in courses offered in Multimedia Journalism 9

**Total Required Hours: 19**

**Minor in Creative Media Production**

**Required Courses: Sem. Hrs.**

CMP 2313, Multimedia Production 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

Twelve hours in courses offered in Creative Media Production,

nine must be in upper-level courses. 12

**Total Required Hours: 19**

COLLEGE OF MEDIA AND COMMUNICATION~~S~~

The frequency of course offering is indicated following each course description. If not otherwise indicated, the course will be scheduled for each enrollment period. **The university reserves the right to change course scheduling when circumstances dictate such changes.**

**~~Mass~~ Media and Communication~~s~~ (MCOM)**

**MCOM 1001. Media Grammar and Style** Writing mechanics for media. An introduction to applying basic grammar, spelling and media style rules and guidelines professionals use for writing across multiple media platforms. Can be taken concurrently with ~~JOUR/RTV~~ **MCOM** 2003, ~~News~~ **Media** Writing, with consent of chair. Test-out option available. Fall, Spring, Summer.

**~~JOUR~~ MCOM 1003. Mass Communications in Modern Society** ~~Survey of the varied fields of mass communications, with emphasis on their functions, operations, and problems in a democracy. Cross listed as RTV 1003~~. A study of the interaction between society and mass communication through the lenses of history, theory, economics, culture, law, and technology.

**~~JOUR~~ MCOM 2003. ~~News~~ Media Writing** Basic ~~news~~ writing for print, broadcast and Internet media. Course includes attention to news style and grammar. Word processing skills required. Prerequisite, C or better in ENG 1003. ~~Cross listed as RTV 2003~~. Fall, Spring, Summer.

**~~JOUR 3053~~ MCOM 2053 Introduction to Visual Communications** ~~Exploration~~ Analysis and application of visual messages with text for ~~publication in~~ multiple media outlets. Fall, Spring.

**MCOM 3001 Professional Seminar** The study of the principles, theories, and language of visual communication to help students analyze, interpret and apply visual content to communicate more effectively. Fall, Spring.

**~~JOUR~~ MCOM 4063. Internship** Supervised work in an approved ~~media~~ communications-related ~~industry~~ setting. Prerequisite, consent of the department chair. Summer.

**~~JOUR~~ MCOM 4073. Communications Law and Ethics** Legal and ethical limitations and privileges af- fecting the mass media. ~~Cross listed as RTV 4073~~. Fall, Spring, Summer.

**DEPARTMENT OF ~~JOURNALISM~~ MEDIA**

**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** 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, Spring.

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

**~~GCOM 3003. Internship~~** ~~Students will be required to work and study in an approved position. Prerequisite, GCOM 1613. Consent of Department Chair and printing faculty required. Fall, Spring, Summer.~~

**GCOM 3603. Graphic Production Systems** An exploration of the Press and Post Press processes of graphic reproduction and publishing. Critical aspects unique to each process will be studied including copy preparation, image carriers, image transfer systems, substrates, inks/toners and post press operations. Each process will be studied through classroom experiences, industrial visitations and/or laboratory experiences. Prerequisite, GCOM 1613. Spring.

**~~JOUR~~ GCOM 3673. Desktop Publishing and Publication Design** Electronic publishing and publication design using desktop publishing software programs. Fall, Spring, Summer. Course Fee $25.00

**GCOM 4613. Post Press and Distribution Management** Study of functions occurring after the material has been imaged, including case, mechanical and perfect binding and finishing opera­tions. Additional components include web finishing, selective binding, ink jet imaging, and postal regulations and distribution. Prerequisite, GCOM 1613. Spring

**GCOM 4623. Graphic Communications Estimating and Scheduling** Focus on establishing cost centers and budgeted hourly rates, estimating and pricing materials and buyouts, and analyzing and communicating production schemes for graphic reproduction. Prerequisites, GCOM 3603. Spring.

**GCOM 4643. Graphic Communications Management Seminar** Management issues specific to the graphic communications industry including quality assurance, sales and customer relations, marketing , scheduling production, laws, ethics, and government interface. Lecture based on course with industry visitations. Prerequisites, GCOM 3603. Fall.

**GCOM 4683. Graphic Publication Production** Opportunity for students to plan production, deter­mine related costs, coordinate and perform production, control quality and develop a portfolio of a complete production experience. Lecture, industry visitations and laboratory format. Prerequisites, GCOM 1613 and GCOM 3803. Fall.

**GCOM 4783. Electronic Innovations in Graphic Communications** Course designed to cover the concepts of digital imagery and output, on demand printing, pagination, multimedia production, databases, interactive design, electronic sales and customer relations. Classroom, laboratory and industry visitation experiences. Prerequisites, GCOM 1613 and RTV 4363. Permission of instructor required. Fall, odd.

The bulletin can be accessed at http://www2.astate.edu/a/registrar/tools-forms/bulletins.dot

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**GCOM 488V. Special Problems in Graphic Communications** Designed to provide individually directed research in some special area of printing for seniors. Should be arranged in consultation with a professor in the specified field of interest prior to the semester of study and approved by the department chair. A written paper is required. Fall, Spring, Summer.

**~~DEPARTMENT OF RADIO-TELEVISION~~**

**~~Radio-Television (RTV)~~  Creative Media Production (CMP)**

**~~RTV 1003. Mass Communications in Modern Society~~** ~~Survey of the various fields of mass communications, with emphasis on their functions, operations, and problems in a democracy. Cross listed as JOUR 1003. Fall, Spring, Summer.~~

**~~RTV 2003. News Writing~~** ~~Basic news writing for print, broadcast, and Internet. Course includes attention to news style and grammar. Prerequisite, C or better in ENG 1003. Word processing skills required. Prerequisite, C or better in ENG 1003. Cross listed as JOUR 2003. Fall, Spring, Summer.~~

**~~RTV 2023. Audio Production with Lab~~** ~~Foundations of sound, audio theory, and audio equip­ment, planning audio aspects of radio and television broadcasts and Webcasts, analog and digital recording, editing and post production techniques involving voice, music, and sound effects. Fall, Spring.~~

**~~RTV 3003. Reporting for the Electronic Media~~** ~~Gathering, writing, and reporting news and features for the electronic media, including radio and television, cable, and the Internet. Prerequi­site, C or better in RTV 2003. Word processing skills required. Fall, Spring.~~

**~~RTV 3013. Promotional Writing for Electronic and Digital Media~~** ~~Methods and techniques of writing non-news radio and television scripts and web content. Emphasis on commercials and program continuity, promotional announcements, public service announcements. Some attention to teleplay, screenplay and corporate video techniques. Word processing skills required.~~

**CMP 2313. Multimedia Production** A comprehensive, basic course in audio and video technology and production for many distribution platforms. Audio production covers radio, audio recording, audio for video production, web and mobile distribution. Video production covers videography, directing, and multi-camera production.

**CMP 2353 Audio and Video Production** A basic course in audio and video technology and production for many distribution platforms. Audio production covers radio, audio recording, audio for video production, and web distribution. Video production covers videography, directing, and multi-camera production.

**~~RTV 3023. Video Production with Lab~~** ~~A basic course in studio and field production for video and television. Emphasis is placed on techniques for short or long form production, studio and field equipment operation, and production. Lab TBA. Fall, Spring.~~

**~~RTV 3033. Video Post Production with Lab~~** ~~A basic course in post production for video and television. Emphasis is placed on editing and post production techniques for TV and video, interac­tive multimedia, and the World Wide Web. Lab TBA. 25 dollar course fee. Fall, Spring.~~

**~~RTV 3103. Electronic News Gathering~~** ~~Advanced reporting techniques, story development process and tools needed to interview and write, report and edit video news stories. Stories pro­duced will be used to enhance newscast development. Prerequisite, C or better in RTV 3003, RTV 3024, and RTV 3033, or consent of instructor. Fall, Spring.~~

**~~RTV~~ CMP 3303. History of Moving Images and Narrative Motion Picture** A study of the oral, writ­ten, live theatre and still photography storytelling contributions to the origins of narrative motion pictures. Fall, Spring, Summer.

**~~RTV 3333. Radio-Television Advertising and Sales~~** ~~Study of the structure of the electronic media advertising industry, as well as the basic methods of selling for old and new electronic media. Sales affiliation with ASU TV. Fall, Summer.~~

**~~RTV~~ CMP 3343. Advanced Radio Practicum** Special practices in radio station operation, with special assignments relative to operation of KASU. Prerequisite, RTV 2024. Fall, Spring, Summer.

**CMP 3353. Field and Post Production.** An experiential course in the technical skills and creative principles required for video field production and postproduction, focusing on writing, producing, planning, shooting and editing video projects and assignments. Prerequisites: Multimedia Production Skill; Audio-Video Production.

**~~RTV~~ CMP 3363. Communications Research** Study and use of research tools and theories available for mass communications problem solving. Emphasis will be on library research, theory approaches, and applied research as applied to the media. Cross listed as JOUR 3363. Fall, Spring.

**~~RTV~~ CMP 3373. Introduction to Internet Communications** Introductory course in the use of the Internet as a communication delivery system. The course addresses Internet history, its develop­ment and future applications for communicators. Basic computer competency required. Cross listed JOUR 3373. Fall, Spring.

**~~RTV~~ CMP 3403. Screenwriting for Narrative Motion Pictures** Study and application of writing and scripting techniques for narrative motion picture, including synopsis, sequence outline, treatments and screenplay. Characterization and genre conventions are also considered. Fall, Spring.

The bulletin can be accessed at http://www2.astate.edu/a/registrar/tools-forms/bulletins.dot

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**~~RTV~~ CMP 3503. Film Cinematography, Lighting, and Editing** Introduction to the theory and tech­niques of cinematography, lighting, and editing for narrative filmmaking. Prerequisite, consent of instructor. Fall, Spring.

**CMP 3573 Sports Production** Theory and application of sports production for radio and television.

**~~RTV~~ CMP 3673. Seminar in Digital Media and Design** A study of the development and impact of digital media. Cross listed as ART 3673. Spring.

**~~RTV 4053. Public Affairs Reporting for Electronic Journalism~~** ~~Coverage of municipal and county government agencies, public school boards, community planning and development agen­cies, and special events within the local community for the electronic media. Prerequisite, RTV 3003. Spring.~~

**~~RTV 4073. Communications Law and Ethics~~** ~~Legal and ethical limitations and privileges af­fecting the mass media. Cross listed as JOUR 4073. Fall, Spring, Summer.~~

**~~RTV~~ CMP 4303. Advanced Filmmaking Techniques** In-depth study of narrative filmmaking as an art form. Students develop greater expertise in shooting properly exposed and imaginatively composed images, storyboarding, production techniques, composition aesthetics, lighting, sound mixes, and digital non-linear editing. Prerequisites, **~~RTV~~ CMP** 3303, **~~RTV~~ CMP** 3403, **~~RTV~~ CMP** 3503. Spring.

**~~RTV 4313. Electronic Media Management~~** ~~A study of the elements, problems and responsibili­ties in broadcast station and cable management. Emphasis is placed on an examination of the management function as it relates to the various operating divisions of broadcast stations and single or multisystem cable organizations and to applicable regulatory procedures and requirements of the Federal Communications Commission and other regulatory groups. Special course fees apply. Fall, Spring.~~

**~~RTV 4320. News Production and Performance Laboratory~~** ~~Laboratory section for News Production and Performance. Must be taken concurrently with RTV 4323. Fall, Spring.~~

**~~RTV 4323. News Production and Performance~~** ~~Experience in producing news programs. Stu­dents exercise judgment and make editorial decisions about news content and program continuity. Experience in verbal and nonverbal communication relative to on camera delivery. Prerequisites, RTV 3103 or consent of instructor. $25 special course fee. Fall, Spring.~~

**~~RTV~~ CMP 4333. Special Topics Seminar** A seminar that addresses current topics in the area of communication. Fall.

**~~RTV~~ CMP 4353. Corporate Media Production** Study of the field and function of media production for business and nonprofit organizations. The course addresses client contact, budgeting, analysis of production problems, design and writing of scripts for promotion, training and news in corporate and industrial settings. $25 special course fees. Prerequisites, **~~RTV~~ CMP** 3013, **~~RTV~~ CMP** 3024 and **~~RTV~~ CMP** 3033. Fall.

**~~RTV~~ CMP 4363. Multimedia Storytelling** Introductory course in multimedia concepts, media elements, platforms, and production. Emphasis is placed on delivery of content across media platforms for diverse audiences. Fall, Spring.

**~~RTV~~ CMP 4383. Advanced Television Production** Practice in methods and procedures of producing studio and remote program content for ASU TV. This may include, athletic events, campus forums, concerts, newscasts, spelling bees, telethons, etc. Prerequisite, C or better in **~~RTV~~ CMP** 3023. May be repeated for a maximum total of six credit hours. Fall, Spring.

**~~RTV 4403. Film Distribution Exhibition~~** ~~An in-depth study of the business of filmmaking and the process of marketing a motion picture in the convergent media marketplace. Consideration is given to traditional modes of film distribution and also emerging media outlets such as websites and podcasting. Fall, Spring.~~

**~~RTV 4443. Internship~~** ~~Supervised work for a radio or television station, cable system or allied industry. Prerequisite, Consent of Chairman of Department of Radio Television. Fall, Spring, Sum­mer.~~

The bulletin can be accessed at http://www2.astate.edu/a/registrar/tools-forms/bulletins.dot

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**~~RTV~~ CMP 4473. Advanced Internet Communications** Internet Communications provides students with a thorough understanding and practice in the use of the Information Superhighway. The course will also look at new opportunities for communications professionals. Prerequisite, Basic computer competency. Fall, Spring, Summer.

**CMP 4483 Broadcast Graphics** Development and production of graphics for video, television, and the web.

**~~RTV~~ CMP 4503. Film Production Practicum** A capstone experience in narrative motion picture production. Students will work individually or in groups to write, produce, shoot, edit and distribute a short film. Prerequisites, **~~RTV~~ CMP** 4303; or consent of instructor. Fall, Spring.

**~~RTV~~ CMP 4553. Multimedia Reporting** Application of traditional journalism skills to digital media practice, including integration of audio, photographs, graphics and video as multimedia storytelling tools to enrich online news coverage. Dual listed with **~~RTV~~ CMP** 5553. Prerequisite, **~~RTV~~ CMP** 3373. Fall, Spring, Summer.

**CMP 4563 Sports Programming** Theory and application of sports programming for radio and television.

**~~RTV 4573. Sportscasting~~** ~~Theory and practical application of sportscasting for radio and televi­sion. Dual listed with RTV 5573. Fall.~~

**~~RTV~~ CMP 488V. Special Problems in Electronic Media** Prerequisite, approval of Department Chair­man and faculty. Fall, Spring, Summer.

**Proposal - 1  
NEW CERTIFICATE OR DEGREE PROGRAM**

**1. Proposed Program Title**

Creative Media Production

**2. CIP Code Requested**

09.07

**3. Contact Person** (Name, Name of Institution, Address, Email Address, Phone Number)

Brad Rawlins, Arkansas State University, PO Box 540 State University, 72467, [brawlins@astate.edu](mailto:brawlins@astate.edu), 870-972-3161

**4. Proposed Starting Date**

Fall 2013

**5. Program Summary**

a. Provide a general description of the proposed program. Include overview of any curriculum additions or modifications; program costs; faculty resources, library resources, facilities and equipment; purpose of the program; and any information that will serve as introduction to the program.

This is not a new program from scratch; it is a merging of programs that have existed previously in two different departments. Media production has been located as audio/video production in the Department of Radio and Television, and digital and graphic communication has been in the Department of Journalism. Since audio, video and print graphic production has become increasingly digital and formatted for Web and handheld devices, there was a need to bring production faculty and resources together to address these changes.

b. List existing degree programs that support the proposed program.

NA

**6. Need for the program**

a. Provide survey data (number not percentage) on student interest (number of students planning to enroll), job availability, corporate demands and employment/wage projections. Focus mostly on state needs and less on regional and national needs, unless applicable to the program. Survey data can be obtained by telephone, letters of interest, student inquiry, etc. Focus mostly on state needs for undergraduate programs; and state, regional and national needs for graduate programs.

Since this isn’t a new program, but a restructured program, student interest is determined by the number of students enrolled in the existing programs, and the information about the graduates from those programs. We currently have more than 40 students enrolled in the production programs (and likely have more because another 81 of our majors have not identified their specific emphasis within the college). The last survey of our graduates in 2008 had a response rate of 52 out of 62 graduates. Of the 16 graduates in production areas, 100% of those students were employed or in graduate school and 69 percent held jobs within the production fields. They held positions as TV producers, radio controllers, broadcast editors, Web producers, and production freelancers. Currently, we have alumni working at nearly every major and minor media market in the state of Arkansas and region including (but not limited to): KAIT, KARK TV, Clear Channel in Little Rock, KATV, KTHV-TV, WHBQ-TV, Jonesboro Radio Group, East Arkansas Radio Group, Rice University, Ball State University, and Jones Production in Little Rock. We also have students employed in several major media markets including Los Angeles, Chicago, Philadelphia, and Washington D.C.

b. Provide names/types of organizations/businesses surveyed.

Due to the fact that this isn’t technically a new program, but rather a restructured program, we have not done organizational based surveys. Audio, video, and print are increasingly created for digital platforms, such as the Web, tablet, and smart phones. The State of the Media 2013 Report from the Pew Center indicates that audiences are continuing to leave the legacy media of newspapers, magazines, television and radio and get their news and entertainment from digital platforms. It doesn’t make sense to have two programs competing for the creation of digital media because they are in two different departments. This proposal to create a single Creative Media Production program eliminates the competition and encourages synergy.

c. Letters of support should address the following when relevant: the number of current/anticipated job vacancies, whether the degree is desired or required for advancement, the increase in wages projected based on additional education, etc.

We have not solicited letters of support, because this isn’t technically a new program. But we have reviewed the program with alumni, both on campus and off, and the majority have expressed strong support. This includes Barbara Townsend Nellis, who has done work with Industrial Light and Magic, NBC Nightly News and Today Show; Gary Jones of Jones Production in Little Rock; Tim Ingram, VP and General Manager of KFVS/WQWQ, Bobby Caldwell of East Arkansas Broadcasters, Tom Anderson of Valence Health, and others.

d. Indicate if employer tuition assistance is provided or other enrollment incentives.

NA

**7. Curriculum outline**

a. Provide curriculum outline by semester.

**Year 1 Fall Semester Sem. Hrs.**

MCOM 1003 Mass Comm & Modern Society 3

**Year 1 Spring Semester Sem. Hrs.**

MCOM 1001 Media Grammar and Style 1

MCOM 2003 Media Writing 3

MCOM 2053 Introduction to Visual Communication 3

**Year 2 Fall Semester Sem. Hrs.**

CMP 2313 Multimedia Production 3

**Year 2 Spring Semester Sem. Hrs.**

Creative Media Production Emphasis Course 3

JOUR 3363 Communication Research Methods 3

**Year 3 Fall Semester Sem. Hrs.**

Creative Media Production Emphasis Course 3

College of Media and Communication Elective 3

Professional Seminar 1

**Year 3 Spring Semester Sem. Hrs.**

Creative Media Production Emphasis Course 3

College of Media and Communication Elective 3

**Year 4 Fall Semester Sem. Hrs.**

CMP 4363 Multimedia Storytelling 3

College of Media and Communication Elective 3

MCOM 4073 Law and Ethics 3

**Year 4 Spring Semester Sem. Hrs.**

Creative Media Production Emphasis Course 3

JOUR 4123 Media Entrepreneurship 3

**Total Hours 47**

b. Give total number of semester credit hours required for the program.

47

c. Identify new courses (provide course descriptions.)

CMP 2313 Multimedia Production. This course provides instruction on the tools and techniques for producing content across multiple platforms, including audio, video, print and digital.

MCOM 3001 Professional Seminar. This course is designed to give students an overview of professional careers, etiquette, and best practices in a broad range of communication and media based contexts.

CMP 3573 Sports Production. Theory and application of sports production for radio and television.

JOUR 4123 Media Entrepreneurship**.** A study of the basics of entrepreneurship and evolving business models for media, blending instruction in general entrepreneurship concepts with how the Internet and digital technologies are transforming media economics using recent news and communication startups as case studies.

CMP 2353, Audio/Video Production. A basic course in audio and video technology and production for many distribution platforms. Audio production covers radio, audio recording, audio for video production, and web distribution. Video production covers videography, directing, and multi-camera production.

CMP 4463, Advanced Video

CMP 3353, Field and Post Production**.** An experiential course in the technical skills and creative principles required for video field production and postproduction, focusing on writing, producing, planning, shooting and editing video projects and assignments. Prerequisites: Multimedia Production Skill; Audio-Video Production.

CMP 4483, Broadcast Graphics. Development and production of graphics for video, television, and the web.

CMP 4563, Sports Programming

d. Identify required general education courses, core courses and major courses.

Requires COMS Oral Communication in Gen Ed. All other Gen Ed requirements and listed in the bulletin. Core courses and major courses are listed above.

e. Identify courses currently offered via distance technology.

None

f. State program admission requirements

Same as university admission requirements

g. Describe specified learning outcomes and course examination procedures.

Learning outcomes for this program adhere to the values and competencies espoused by the journalism accrediting council. They are:

* understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
* demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
* demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
* understand concepts and apply theories in the use and presentation of images and information;
* demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* think critically, creatively and independently;
* conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* apply basic numerical and statistical concepts;
* apply tools and technologies appropriate for the communications professions in which they work.

h. Include a copy of the course evaluation to be completed by the student.

Enter text...

**8. Faculty**

a. List the names and credentials of all faculty teaching courses in the proposed program*. (For associate and above: A minimum of one full-time faculty member with appropriate credentials is required.)*

Osa’ Amienyi, PhD, Professor

Lily Zeng, PhD, Associate Professor

Mike Bowman, PhD, Assistant Professor

Alex Brown, MA, Instructor

Mike Doyle, MS, Instructor

Colin Pillow, MSMC, Instructor

Pradeep Mishra, MPA, Instructor

b. Total number of faculty required (number of existing faculty, number of new faculty). For new faculty provide the expected credentials/experience and expected hire date.

7

c. For proposed graduate programs provide the curriculum vita for faculty teaching in the program, and the expected credentials for new faculty and expected hire date.

NA

**9. Description of resources**

a. Current library resources in the field.

Same as currently exists

b. Current instructional facilities including classrooms, instructional equipment and technology, laboratories (if applicable)

Same as currently exists

c. New resources required, including costs and acquisition plan

NA

**10. New program costs – Expenditures for the first 3 years of program operation**

a. New administrative costs

NA

b. Number of new faculty (full-time and part-time) and costs

NA

c. New library resources and costs

NA

d. New/renovated facilities and costs

NA

e. New instructional equipment and costs

NA

f. Distance delivery costs (if applicable)

NA

g. Other new costs (graduate assistants, secretarial support, supplies, faculty development, faculty/students research, etc.)

NA

h. No new costs (Explain)

No new costs because we are reorganizing existing program and using existing resources. Not a new program.

**11. Sources of funding – Income for the first 3 years of program operation**

a. Reallocation from which department, program, etc.

Reallocation from Department of Radio and Television to the Department of Media, where the Creative Media Production Program will be housed.

b. Tuition and fees (projected number of students multiplied by tuition/fees)

Same

c. State revenues (projected number of students multiplied by state general revenues)

Same

d. Other (grants, employers, special tuition rates, mandatory technology fees, program specific fees, etc.)

NA

**12. Organizational chart reflecting new program**Proposed program will be housed in (department/college)

Department of Media, in College of Media and Communication (see attached organizational chart)

**13. Specialized requirements**

a. Specialized accreditation requirements for program (name of accrediting agency)

The Journalism program and Radio and TV program are currently accredited by the Accrediting Council on Education in Journalism and Mass Communication. The new Creative Media Production program will be accreditated by ACEJMC.

b. Licensure/certification requirements for student entry into the field

NA

*c. Provide documentation of Agency/Board approvals (education, nursing--initial approval required, health-professions, counseling, etc.)*

**14. Board of Trustees approval**Provide the date that the Board approved the proposed program

Enter date...

**15. Similar Programs**

**a. List institutions offering program**i. Proposed undergraduate program – list institutions in Arkansas

Enter text...

ii. Proposed master’s program – list institutions in Arkansas and region

Enter text...

iii. Proposed doctoral program – list institutions in Arkansas, region, and nation

Enter text...

b. Why is proposed program needed if offered at other institutions in Arkansas or region?

Enter text...

*c. Provide a copy of the written notification to other institutions in the area of the proposed program and their responses.*

Enter text...

**16. Desegregation**  
State the total number of students, number of black students, and number of other minority students enrolled in related degree programs (if applicable)

Enter text...

**17. Institutional agreements/memorandum of understanding (MOU)**If the courses or academic support services will be provided by other institutions or organizations, include a copy of the signed MOU that outlines the responsibilities of each party and the effective dates of the agreement.

Enter text...

**18. Additional information requested by ADHE staff**

Enter text...

**Budget Form  
  
Resource Requirements:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 1st Year (in dollars) | 2nd Year (in dollars) | 3rd year (in dollars) |
| Staffing(Number) |  |  |  |
| Administrative/Professional | $Enter amount… | $ Enter amount… | $ Enter amount… |
| Full-time Faculty | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Part-time Faculty | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Graduate Assistants | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Clerical | $ Enter amount… | $ Enter amount… | $ Enter amount… |
|  |  |  |  |
| Equipment & Instructional Materials | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Library | $ Enter amount… | $ Enter amount… | $ Enter amount… |
|  |  |  |  |
| Other Support Services |  |  |  |
| Supplies/Printing | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Travel | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Distance Technology | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Other Services (specify): Enter text… | $ Enter amount… | $ Enter amount… | $ Enter amount… |
|  |  |  |  |
| **Total** | **$ Enter amount…** | **$ Enter amount…** | **$ Enter amount…** |

**Planned Funding Sources:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 1st Year (in dollars) | 2nd Year (in dollars) | 3rd year (in dollars) |
| New Student Tuition and Fees | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| New State General Revenue | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Redistribution of State General Revenue | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| External Grants/Contracts | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Other Funding Sources (specify): Enter text… | $ Enter amount… | $ Enter amount… | $ Enter amount… |
|  |  |  |  |
| **Total** | **$ Enter amount…** | **$ Enter amount…** | **$ Enter amount…** |