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

**New or Modified Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

|  |
| --- |
| **[X]New Course, [ ]Experimental Course (1-time offering), or [ ]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.

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| RONALD SITTON\_ 17 SEPT 2020 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Brad Rawlins 9/18/2020 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 9/23/2020  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Mary Elizabeth Spence 9/23/20 **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Gina Hogue 9/24/2020 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Mary Jackson Pitts, PhD. , School of Media and Journalism, mpitts@astate.edu , 870-972-3361

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

Spring 2021, Bulletin Year 2021-2022

**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.”*

|  |  |  |
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|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** |  | MDIA |
| **Number\*** |  | **3723** |
| **Title** |  | Media Ministry Technology |
| **Description\*\*** |  | Survey of the application of media technology in the ministry. |

***\**** (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.

Survey of the application of media technology in the ministry.

1. **Proposed prerequisites and major restrictions** **[Modification requested? Yes/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. YES Are there any prerequisites?
   1. If yes, which ones?

MDIA 3443 Media Ministry

* 1. Why or why not?

Foundational understanding of media ministry needed before the use of technology would make sense.

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

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

Spring, Summer

1. **Proposed course type [Modification requested? Yes/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.

Lecture

1. **Proposed grade type [Modification requested? Yes/No]**

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

Standard Letter

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

*(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.

NA

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

NA

1. YES Is this course in support of a new program?

a. If yes, what program?

Emphasis in Media Ministry (forthcoming)

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? Yes/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.)

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| Week | Activities |
| Week 1 | Course Expectations  Why Media Ministry Technology Is Important |
| Week 2 | Align Technology with Audience |
| Week 3 | Developing a Technology Plan |
| Week 4 | Technology Resources and Budgeting |
| Week 5 | Media Ministry Technology Policies |
| Week 6 | Lighting For Worship Services |
| Week 7 | Sound For Worship Services |
| Week 8 | Field Production and Ministry |
| Week 9 | Website and Ministry |
| Week 10 | Graphic Communication and Ministry |
| Week 11 | Technology and Maintenance |
| Week 12 | Staff and Volunteer Training |
| Week 13 | Audience Training And Ministry Technology |
| Week 14 | Course Project Presentation |
| Week 15 | Course Project Presentation |

1. **Proposed special features** **[Modification requested? Yes/No]**

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

Guest speakers

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

No additional staffing and classroom/lab resources at this time; may require adjunct if demand warrants

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

No additional faculty, supplies

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)

Enter text...

**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)

This course seeks to fulfill the needs of ministry organizations who are grappling with the move from traditional brick and mortar content creation to digital content creation. Course introduces ministry stakeholders to the technology needed to broadcast their message in a variety of platforms, both new and traditional. The current pandemic has increased the need among ministry officials to reach their audience in a streamlined platform. To that end, the goals of this particular course are:

* Goal: Students will identify technologies appropriate to media ministry.
  + Outcome: Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.
* Goal: Students will explore the application of technologies within media ministries.
  + Outcome: Students will embrace free expression to adapt media messages to diverse and global audiences.
* Goal: Students will explore how audiences interact with technology in the media ministry.
  + Outcome: Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices.
* Goal: Students will understand the practices and principles used in an effective media ministry.
  + Outcome: 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 of the department? If course is mandated by an accrediting or certifying agency, include the directive.

Arkansas State University’s creative media production combines experiential learning experiences with a strong educational foundation to prepare students for a diverse range of media careers. This course will provide content which will assist ministries as they develop media campaigns to reach diverse audiences.

c. Student population served.

Students within the Creative Media Production program

Non-CMP majors

Community members involved in media ministry at local churches

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

Media Ministry Technology is an upper level undergraduate course. Students taking Media Ministry Technology should enter the course with a basic understanding of media production. Additionally, the Media Ministry course (MDIA 3443) will be a prerequisite for Media Ministry Technology.

**Assessment**

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

1. 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?

The Creative Media Production program outcomes are aligned with the university outcomes.

1. Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.
2. Students will embrace free expression to adapt media messages to diverse and global audiences.
3. Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.
4. Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices.
5. 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.*

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

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

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| **Program-Level Outcome 2 (from question #19)** | Students will embrace free expression to adapt media messages to diverse and global audiences. |
| Assessment Measure | Employer/Alumni Survey, Senior Knowledge Inventory |
| 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? | Senior Knowledge Inventory will occur each semester during the Portfolio course.  Information for the Employee Survey will be collected in the Internship course.  The Alumni Survey is sent to ASTATE CMP alumni two years following their graduation.  The CMP faculty will analyze data.  The CMP Program Coordinator will enter data into Taskstream. |

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| **Program-Level Outcome 3 (from question #19)** | Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context. |
| Assessment Measure | Employee/Alumni Survey, Senior Exit Survey, Senior Knowledge Inventory |
| Assessment  Timetable | Data collection and analysis will occur each semester. |
| Who is responsible for assessing and reporting on the results? | Senior Exit Survey and Senior Knowledge Inventory will occur each semester during the Portfolio course.  Information for the Employee Survey will be collected in the Internship course.  The Alumni Survey is sent to ASTATE CMP alumni two years following their graduation.  The CMP faculty will analyze data.  The CMP Program Coordinator will enter data into Taskstream. |

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| **Program-Level Outcome 4 (from question #19)** | Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices. |
| Assessment Measure | Employer/Alumni Survey, Senior Exit Survey, Senior Knowledge Inventory |
| Assessment  Timetable | Data collection and analysis will occur each semester. |
| Who is responsible for assessing and reporting on the results? | Senior Exit Survey and Senior Knowledge Inventory will occur each semester during the Portfolio course.  Information for the Employee Survey will be collected in the Internship course.  The Alumni Survey is sent to ASTATE CMP alumni two years following their graduation.  The CMP faculty will analyze data.  The CMP Program Coordinator will enter data into Taskstream. |

**Course-Level Outcomes**

1. 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 understand the practices and principles used in an effective media ministry. |
| Which learning activities are responsible for this outcome? | * Students will develop a media ministry technology policy manual * Students will develop a media ministry training plan * Student course projects will evaluate the technology use of a local church or religious organization |
| Assessment Measure | Technology policy manual project, technology training plan project, church technology evaluation paper |

*(Repeat if needed for additional outcomes)*

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| **Outcome 2** | Students will embrace free expression to adapt media messages to diverse and global audiences. |
| Which learning activities are responsible for this outcome? | * Students will explore audience technology preferences * Students will explore how audience interact with media ministry media technology * Students will explore how audiences interact with messages produced by media technologies. |
| Assessment Measure | Student will have a research assignmente identifying audience use of media technology and students will have a research assignment identifying how audiences interact with messages produced by media technologies |

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| **Outcome 3** | Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context. |
| Which learning activities are responsible for this outcome? | * Students will study practices associated with the appropriate use of technology in the media ministry |
| Assessment Measure | Students will create a policy manual outlining policies associated with the appropriate use of media ministry technology, church media technology evaluation paper. |

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| **Outcome 4** | Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices. |
| Which learning activities are responsible for this outcome? | * Students will identify proper uses of technology in the media ministry * Students will evaluate how audience interact with media ministry technologies * Students will evaluate how audiences interact with messages produced by various media ministry technologies. |
| Assessment Measure | Students will create a policy manual outlining policies associated with the appropriate use of media ministry technology, church staff and audience training plan, church media technology evaluation paper. |

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. 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.** |

**CURRENT**

**Undergraduate Bulletin 2020-2021, p. 510**

**MDIA 3313. Audio and Video Production** An intermediate 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. Prerequisite, MDIA 2313. Fall, Spring.

**MDIA 3323. Media Analytics and Data Visualization.** Communicating complex information with visually appealing images (charts, graphs, maps, etc.), including processing and cleaning raw data, and effectively communicating data to a multimedia audience. Fall, Spring.

**MDIA 3363. Modern Media Inquiries** Study and use of research theories and tools for mass media problem solving. Emphasis will be on theoretical approaches in media and applied survey research. Fall, Spring.

**MDIA 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. Fall, Spring.

**MDIA 3383. News in Social Media** Study of the social media space, emphasizing its platforms, concepts, and uses as an outlet for news. Fall, Spring.

**MDIA 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.

**MDIA 3413. Writing for Creative Media II** Application of scriptwriting principles for creative media including corporate videos, television and film programming. Prerequisite, MDIA 2033. Fall.

**MDIA 3443. Media Ministry.** Survey of media ministry audience, campaigns and implementation of campaigns. Fall.

**MDIA 3503. Film Cinematography, Lighting and Editing** Introduction to the theory and tech- niques of cinematography, lighting, and editing for narrative filmmaking. Prerequisite, instructor permission. Fall, Spring, Summer.

**MDIA 3573. Sports Production** Theory and practical application of sports production for radio and television. Fall, Spring.

**MDIA 3603. Television Reporting** 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 MDIA 2223 and MDIA 3013, or instructor permission. Fall, Spring.

**MDIA 3673. Seminar in Digital Media and Design** A study of the development and impact of digital media. Spring.

**MDIA 3723. Media Ministry Technology.** Survey of the application of media technology in the ministry. Prerequisite, MDIA 3443. Spring, Summer.

**MDIA 4003. Media Law and Ethics** Legal and ethical limitations and privileges affecting the mass  
media. Fall.

**MDIA 4013. Photo Storytelling II** Advanced theories and skills associated with digital photojournal- ism when producing photo stories. May require: transportation, digital SLR camera, audio recording device, and external hard drive. Six hours of laboratory work per week. Prerequisite, MDIA 3093. Fall.

**MDIA 4023. Public Opinion, Propaganda and the Mass Media** Survey of public opinion for- mation and change, with special attention to the role of the mass media in the creation and use of public opinion and propaganda. Fall.i

**MDIA 4053. Civic Reporting** Reporting on public affairs, emphasizing courts, local government, education, the economy, and politics using data-driven reporting and multimedia support (such as photo slideshows, information graphics, audio and video packages, data journalism, and social media posts). Prerequisite, grade of C or better in MDIA 3013 or instructor permission. Spring.

**PROPOSED**

**Undergraduate Bulletin 2020-2021, p. 510**

**MDIA 3313. Audio and Video Production** An intermediate 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. Prerequisite, MDIA 2313. Fall, Spring.

**MDIA 3323. Media Analytics and Data Visualization.** Communicating complex information with visually appealing images (charts, graphs, maps, etc.), including processing and cleaning raw data, and effectively communicating data to a multimedia audience. Fall, Spring.

**MDIA 3363. Modern Media Inquiries** Study and use of research theories and tools for mass media problem solving. Emphasis will be on theoretical approaches in media and applied survey research. Fall, Spring.

**MDIA 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. Fall, Spring.

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**MDIA 3413. Writing for Creative Media II** Application of scriptwriting principles for creative media including corporate videos, television and film programming. Prerequisite, MDIA 2033. Fall.

**MDIA 3443. Media Ministry.** Survey of media ministry audience, campaigns and implementation of campaigns. Fall.

**MDIA 3503. Film Cinematography, Lighting and Editing** Introduction to the theory and tech- niques of cinematography, lighting, and editing for narrative filmmaking. Prerequisite, instructor permission. Fall, Spring, Summer.

**MDIA 3573. Sports Production** Theory and practical application of sports production for radio and television. Fall, Spring.

**MDIA 3603. Television Reporting** 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 MDIA 2223 and MDIA 3013, or instructor permission. Fall, Spring.

**MDIA 3673. Seminar in Digital Media and Design** A study of the development and impact of digital media. Spring.

**MDIA 3723. Media Ministry Technology.** Survey of the application of media technology in the ministry. Prerequisite, MDIA 3443. Spring, Summer.

**MDIA 4003. Media Law and Ethics** Legal and ethical limitations and privileges affecting the mass  
media. Fall.

**MDIA 4013. Photo Storytelling II** Advanced theories and skills associated with digital photojournal- ism when producing photo stories. May require: transportation, digital SLR camera, audio recording device, and external hard drive. Six hours of laboratory work per week. Prerequisite, MDIA 3093. Fall.

**MDIA 4023. Public Opinion, Propaganda and the Mass Media** Survey of public opinion for- mation and change, with special attention to the role of the mass media in the creation and use of public opinion and propaganda. Fall.i

**MDIA 4053. Civic Reporting** Reporting on public affairs, emphasizing courts, local government, education, the economy, and politics using data-driven reporting and multimedia support (such as photo slideshows, information graphics, audio and video packages, data journalism, and social media posts). Prerequisite, grade of C or better in MDIA 3013 or instructor permission. Spring.

**MDIA 4103. Data Journalism** Mining, interpretation, and visualization of social problems through research, with emphasis on production of infographics.   
 Fall.

**MDIA 4113. Specialized Reporting** Reporting on specialized topics, including diversity, healthcare, science, medicine, agriculture, religion, and the environment. Prerequisites, MDIA 3013 and MDIA 4053. Fall.

**MDIA 4123. Media Management and Entrepreneurship** Entrepreneurial techniques and skills including business finance, client interaction, and ethics that can be applied across multiple media-based contexts and platforms. Fall, Spring, Summer.

**MDIA 4201. News Practicum III** A capstone experience in news production. Students will work for either DDNS, The Herald, ASUTV-News, RWR, or KASU to produce portfolio-worthy materials. Restricted to Multimedia Journalism majors. Prerequisites, MDIA 3201, MDIA 3013, and MDIA 3063; or instructor permission. Fall, Spring, Summer.

**MDIA 4323. Diversity and Media** Survey of the diversity of American race, gender and the mass media in the United States. Cross listed as WGS 4323; dual listed as MDIA 5323. Fall.

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

**MDIA 4340. News Production and Performance Laboratory** Laboratory section for News Production and Performance. Must be taken concurrently with MDIA 4343. Fall, Spring.

**MDIA 4343. News Production and Performance** Experience in producing news programs. Stu- dents exercise judgment and make editorial decisions about news content and program continuity. Experience in verbal and nonverbal communication relative to on camera delivery. Must be taken concurrently with MDIA 4340. Prerequisites, MDIA 3603 or instructor permission. $25 special course fee. Fall, Spring.

**MDIA 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. Prerequisites, MDIA 2223 and MDIA 3223. Fall, Spring. Special course fee $25.

**MDIA 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.

**MDIA 4373. 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 com- puter competency. Fall, Spring, Summer.

**MDIA 4383. Advanced Television Production** Practice in methods and procedures of pro- ducing 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 MDIA 3313. May be repeated for a maximum total of six credit hours. Fall, Spring.

**MDIA 4473. Media Production Practicum** Practical experience relevant to students in Creative Media Production. Prerequisite, instructor permission. Fall, Spring.

**MDIA 4483. Broadcast Graphics** Development and production of graphics for video, television, and internet-based media. Fall.

**MDIA 4552. Photojournalism Practicum and Professional Development** Individualized and supervised placement in specific professional settings. Students will work with professionals in the field under faculty supervision. Prerequisite, MDIA 3093. Spring.

**MDIA 4563. Sports Programming** Theory and practical application of sports programming for radio and television. Spring.

**MDIA 4573. Sportscasting** Theory and practical application of sportscasting for radio and television. Fall.

**MDIA 4603. Internship** Supervised work in an approved communication-related setting.   
Prerequisite, program director and faculty advisor permission. Fall, Spring, Summer.

**MDIA 4812. Media Portfolio.** Capstone portfolio of revised student work. Prerequisite, instructor permission. Fall, Spring.

**MDIA 488V. Special Problems** Prerequisite, approval of School of Media and Journalism Director and faculty. Fall, Spring, Summer.