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

**Bulletin / Banner Change Transmittal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| |  |  | | --- | --- | | Michael Bowman | 8/24/2018 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Osabuohien P. Amienyi | 8/27/2018 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 10/1/2018 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Gina Hogue | 10/1/2018 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

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

Lily Zeng, Dept. of Media, [zengli@astate.edu](mailto:zengli@astate.edu), 972-3070

**2.Proposed Change**

Change BS Creative Media Production existing emphasis requirements as indicated below.

**3.Effective Date**

Fall 2019

**4.Justification –** *Please provide details as to why this change is necessary.*

Annual program assessment findings necessitated these changes. We found specific weaknesses in student writing and experiential learning. We have developed two additional creative media writing classes and a number of experiential learning classes to meet current industry needs.

**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. Follow the following guidelines for indicating necessary changes.**  **\*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.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

***\*For new programs, please insert copy of all sections where this is referenced.\****

**Undergraduate Bulletin 2018-2019, p. 215**

MEDIA AND COMMUNICATION DEPARTMENTS 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 above-named programs.

2. A minor outside of the departments 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.

6. Present for faculty review a portfolio website that meets specified requirements

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**Major in Creative Media Production**

Bachelor of Science

Emphasis in Graphic Communication

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

|  |  |
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| University Requirements: |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| 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. 85)  Students with this major must take the following:  CMAC 1003, Mass Communications in Modern Society  COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option) | 35 |
| Major Requirements: | Sem. Hrs. |
| ~~CMAC 1001, Media Grammar and Style~~ | ~~1~~ |
| ~~CMAC 2003, Media Writing~~ | ~~3~~ |
| ~~CMAC 2053, Introduction to Visual Communications~~ | ~~3~~ |
| ~~CMAC 3001, Professional Seminar~~ | ~~1~~ |
| ~~CMAC 4073, Communications Law and Ethics~~ | ~~3~~ |
| ~~MDIA 2313, Multimedia Production~~ | ~~3~~ |
| ~~MDIA 3363, Communications Research~~ | ~~3~~ |
| GCOM 1813, Introduction to Digital Publishing | 3 |
| *MDIA 2023, Media Aesthetics* | 3 |
| *MDIA 2033, Writing for Creative Media I* | 3 |
| *MDIA 2123, Audio Production I* | 3 |
| *MDIA 2223, Video Production I* | 3 |
| *MDIA 3323, Media Analytics and Data Visualization* | 3 |
| *MDIA 3413, Writing for Creative Media II* | 3 |
| MDIA 4123, Media Management and Entrepreneurship | 3 |
| MDIA 4363, Multimedia Storytelling | 3 |
| ~~Media or Communication Electives~~ *MDIA 4812, Media Portfolio* | ~~6~~ 2 |
| Sub-total | 29 |
| Emphasis Area (Graphic Communication): | Sem. Hrs. |
| ~~GCOM 1813, Introduction to Digital Publishing~~ | ~~3~~ |
| GCOM 2673, Digital Prepress Workflow ~~and File Creation~~ | 3 |
| MDIA 3043, Basic Digital Photography | 3 |
| MDIA 3373, Introduction to Internet Communications | 3 |
| GCOM 3603, Graphic Production Systems | 3 |
| GCOM 3673, Desktop Publishing and Publication Design | 3 |
| GCOM 4643, Graphic Communications Management Seminar | 3 |
| CMAC 4063, Internship | 3 |
| Sub-total | ~~15~~ 21 |
| ~~Minor:~~ | ~~Sem. Hrs.~~ |
| ~~Must be outside of the Departments of Media and Communication and approved by advisor.~~ | ~~18-21~~ |
| ~~Electives:~~ | ~~Sem. Hrs.~~ |
| ~~Electives~~ | ~~17-20~~ |
| Electives: | Sem. Hrs. |
| Upper-level MDIA electives | 6 |
| Electives | 26 |
| Sub-total | 32 |
| Total Required Hours: | 120 |

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**Major in Creative Media Production**

Bachelor of Science

Emphasis in Sports Media

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

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| --- | --- |
| University Requirements: |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| 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. 85)  Students with this major must take the following:  CMAC 1003, Mass Communications in Modern Society  COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option) | 35 |
| Major Requirements: | Sem. Hrs. |
| ~~CMAC 1001, Media Grammar and Style~~ | ~~1~~ |
| ~~CMAC 2003, Media Writing~~ | ~~3~~ |
| ~~CMAC 2053, Introduction to Visual Communications~~ | ~~3~~ |
| ~~CMAC 3001, Professional Seminar~~ | ~~1~~ |
| ~~CMAC 4073, Communications Law and Ethics~~ | ~~3~~ |
| ~~MDIA 2313, Multimedia Production~~ | ~~3~~ |
| ~~MDIA 3363, Communications Research~~ | ~~3~~ |
| GCOM 1813, Introduction to Digital Publishing | 3 |
| *MDIA 2023, Media Aesthetics* | 3 |
| *MDIA 2033, Writing for Creative Media I* | 3 |
| *MDIA 2123, Audio Production I* | 3 |
| *MDIA 2223, Video Production I* | 3 |
| *MDIA 3323, Media Analytics and Data Visualization* | 3 |
| *MDIA 3413, Writing for Creative Media II* | 3 |
| MDIA 4123, Media Management and Entrepreneurship | 3 |
| MDIA 4363, Multimedia Storytelling | 3 |
| ~~Media or Communication Electives~~ *MDIA 4812, Media Portfolio* | ~~6~~ 2 |
| Sub-total | 29 |
| Emphasis Area (Sports Media): | Sem. Hrs. |
| *MDIA 1011, Experiential Media I* | 1 |
| *MDIA 3011, Experiential Media II* | 1 |
| *MDIA 3123, Audio Production II* | 3 |
| *MDIA 3223, Video Production II* | 3 |
| *MDIA 3233, Video Production III* | 3 |
| ~~MDIA 3053, Sports Reporting~~ | ~~3~~ |
| MDIA 3573, Sports Production | 3 |
| MDIA 4563, Sports Programming | 3 |
| MDIA 4573, Sportscasting | 3 |
| Sub-total | ~~12~~ 20 |
| ~~Minor:~~ | ~~Sem. Hrs.~~ |
| ~~Must be outside of the Departments of Media and Communication and approved by advisor.~~ | ~~18-21~~ |
| ~~Electives:~~ | ~~Sem. Hrs.~~ |
| ~~Electives~~ | ~~17-23~~ |
| Electives: | Sem. Hrs. |
| Upper-level MDIA electives | 6 |
| Electives | 27 |
| Sub-total | 33 |
| Total Required Hours: | 120 |

**Student Learning Outcomes**

Provide outcomes that students will accomplish during or at completion of this reconfigured degree. Fill out the following table to develop a 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.*

**University Outcomes**

Please indicate the university-level student learning outcomes for which this new program will contribute. Please complete the table by adding program level outcomes (PLO) to the first column, and indicating the alignment with the university learning outcomes (ULO). If you need more information about the ULOs, go to the [University Level Outcomes Website](http://www.astate.edu/a/assessment/student-learning-outcomes/files/ULOs%20for%20Website2.pdf).

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| --- | --- | --- | --- | --- |
|  | **University Learning Outcomes** | | | |
|  | **Creative and Critical Thinking** | **Communication** | **Social and Civic Responsibility** | **Diversity and Globalization** |
| PLOs | Students will demonstrate the creative and critical thinking skills needed to evaluate relevant information and/or ideas, formulate innovative strategies, and solve problems. | Students will communicate effectively in social, academic, and professional contexts using a variety of means, including written, oral, numeric/quantitative, graphic, and/or visual modes as appropriate to topic, audience, and discipline. | Students will understand the impact and consequences of their actions upon themselves and others, as well as their roles as citizens of a free democratic society. | Students will be able to live and work effectively with others as an engaged member of a diverse and global society. |
| Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context. |  |  | x |  |
| Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research. |  | X |  |  |
| Students will embrace free expression to adapt media messages to diverse and global audiences. |  |  | x | x |
| Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices. | X | X |  |  |

***Note: Best practices suggest 4-7 outcomes per program; minors would have 1 to 4 outcomes.***

***\*Note: This is the future-state for outcomes based on course changes outlined in this document.***

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| **Outcome 1** | SLO 1 Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context. |
| Assessment Procedure Criterion | Employee/Alumni Survey, Senior Exit Survey, Senior Knowledge Inventory |
| Which courses are responsible for this outcome? | MDIA 4123. Media Management and Entrepreneurship  MDIA 4812 Media Portfolio |
| 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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| **Outcome 2** | SLO 2 Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research. |
| Assessment Procedure Criterion | Advisory Board, Portfolio Website |
| Which courses are responsible for this outcome? | GCOM 1813, Introduction to Digital Publishing  MDIA 2033, Writing for Creative Media I  MDIA 2123, Audio Production I  MDIA 2223, Video Production I  MDIA 3323, Media Analytics and Data Visualization  MDIA 3413, Writing for Creative Media II  MDIA 4123, Media Management and Entrepreneurship  MDIA 4363, Multimedia Storytelling  MDIA 4812, Media Portfolio |
| 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. |

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| **Outcome 3** | SLO 3 Students will embrace free expression to adapt media messages to diverse and global audiences. |
| Assessment Procedure Criterion | Employer/Alumni Survey, Senior Knowledge Inventory |
| Which courses are responsible for this outcome? | GCOM 1813, Introduction to Digital Publishing  MDIA 2023, Media Aesthetics  MDIA 2033, Writing for Creative Media I  MDIA 3323, Media Analytics and Data Visualization  MDIA 3413, Writing for Creative Media II  MDIA 4123, Media Management and Entrepreneurship  MDIA 4363, Multimedia Storytelling  MDIA 4812, Media Portfolio |
| Assessment  Timetable | Data collection and analysis will occur each semester. |
| 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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| **Outcome 4** | SLO 5 Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices. |
| Assessment Procedure Criterion | Employer/Alumni Survey, Senior Exit Survey, Senior Knowledge Inventory |
| Which courses are responsible for this outcome? | GCOM 1813, Introduction to Digital Publishing  MDIA 3323, Media Analytics and Data Visualization  MDIA 3413, Writing for Creative Media II  MDIA 4123, Media Management and Entrepreneurship  MDIA 4363, Multimedia Storytelling  MDIA 4812, Media Portfolio |
| 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. |

*Please repeat as necessary.*