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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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| --- | --- |
| Dr. Ronald Sitton 3/10/2020 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Brad Rawlins 3/12/2020 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 3/18/2020  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Summer DeProw 3/16/2020 **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Gina Hogue 3/19/2020 **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)**

Ronald Sitton, School of Media and Journalism, rsitton@astate.edu, 870-972-2979

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

Fall 2020, 2020-2021 Bulletin

**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)**  *(Indicate “N/A” if no modification)* |
| **Prefix** |  | **MDIA** |
| **Number\*** |  | **2201** |
| **Title** |  | News Practicum I |
| **Description\*\*** |  | An introductory 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. |

***\**** (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.

1. **Proposed prerequisites and major restrictions**

(Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. **YES** Are there any prerequisites?
   1. If yes, which ones?

MDIA 1013 Principles of Journalism and MDIA 2313 Digital Media Production, or instructor permission

* 1. Why or why not?

The prerequisites prepare students to actively participate in student media during their sophomore year.

1. **YES** Is this course restricted to a specific major?
   1. If yes, which major? Multimedia Journalism
2. **Proposed course frequency**

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

Fall, Spring, Summer

1. **Proposed course type**

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.

Practicum

1. **Proposed grade type**

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)?
2. **NO** Is this course cross-listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

Enter text...

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

Enter text...

1. **NO** Is this course in support of a new program?

a. If yes, what program?

Enter text...

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?

Enter text...

**Course Details**

1. **Proposed outline**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

NOTE: While each outlet will have its own eccentricities, this outline provides a general overview that can be used by any outlet. It’s impossible to know what news items will be produced in any particular week as the nature of news indicates it is different from day to day, let alone week to week. However, assignments must meet the news values of timeliness, impact, conflict, currency, unusualness, prominence, and/or proximity while also answering the six basic questions of who, what, when, where, why, and how. All assignments will build toward an online portfolio and/or sizzle reel.

Week 1 introduction

Social Media feeds

Week 2 news blog

Role/Beat assignments, functions

Week 3 Story Pitch #1

Begin researching first assignment

Week 4 **assignment #1 DEADLINE**

Week 5 Story Pitch #2

Begin researching second assignment

Week 6 **assignment #2 DEADLINE**

Week 7 Mentor Debriefing

Week 8 Story Pitch #3

Begin researching third assignment

Week 9 **assignment #3 DEADLINE**

Week 10 Story Pitch #4

Begin researching fourth assignment

Week 11 **assignment #4 DEADLINE**

Week 12 Mentor Debriefing

Week 13 Story Pitch #5

Begin researching fifth assignment

Week 14 **assignment #5 DEADLINE**

Story Pitch #6

Week 15 **assignment #6 DEADLINE**

Week 16 resume, sizzle reel, online portfolio update

1. **Proposed special features**

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

Potential site visitations to local and/or regional news outlets

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

Enter text...

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

No

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)

An introductory experience during the student’s sophomore year will provide practical experience outside of the classroom. The School of Media and Journalism’s accrediting body, the Accrediting Council on Education in Journalism and Mass Communications, uses a Bloom’s taxonomy-inspired practical application at three levels: awareness, understanding, and application. The Multimedia Journalism advisory board has noted the importance of hands-on student participation in campus media to provide experience prior to entering the industry. Students will be a contributor in this first experiential course, where they will gain an awareness of news production and begin to understand how to ethically produce news content. As a contributor, they will begin making portfolio-worthy material.

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.

The multimedia journalism program prepares student journalists and news practitioners to generate, research, write, and produce newsworthy content across the news media spectrum. Through hands-on instruction, practical workplace experience and conceptual coursework, students learn how to create and distribute content for print, radio, television, digital, interactive, social and mobile media. Multimedia journalism is designed to develop news judgment, talent for performance and teamwork, and storytelling skills applicable to a variety of professions and media outlets. This program builds the foundation on which graduates can establish a career in modern news media across platforms. This course gives students options to test different outlets as they work through the beginning stages of the multimedia journalism major.

c. Student population served.

majors in Multimedia Journalism

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

This lower-level course will introduce students to publications where they can hone their skills outside of the classroom. As a 2000-level course, it fits with the ACEJMC standard of awareness.

**Assessment**

**Assessment Plan Modifications**

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**

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?

Students taking MDIA 2201 get the opportunity to immediately get involved in student publications as a contributor to a media outlet. This provides experiential learning outside of the classroom where they will show the beginnings of an awareness of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity. This course will be taken during the student’s sophomore year.

The following breakdown of the ACEJMC PLOs explain the accrediting process. Highlighted entries indicate where this course fits within the assessment process and contributes to student learning.

**PURPOSE AND GOALS/LEARNING OUTCOMES**

   Degree programs in the School of Media and Journalism are accredited by ACEJMC, which requires its accredited units to prepare students to be aware of, to understand, and to apply the following 12 values and competencies.

* think critically, creatively and independently;
* think analytically by conducting research and evaluating information using appropriate methods, including applying basic numerical and statistical concepts;
* understand and respect others in a diverse and global society, which includes diversity of gender, race ethnicity, sexual orientation, religion, culture, and national origin;
* understand concepts and apply theories in the use and presentation of messages, images and information;
* 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 current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world;
* communicate effectively using words and images for multiple platforms, ranging from interpersonal communication to digital media;
* understand the principles and laws of freedom of speech and press and how they are applied nationally and internationally;
* understand the history and role of professionals and institutions in shaping communications;
* understand professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

   The school has reduced these 12 values and competencies to three targeted foundations of learning and 8 learning outcomes for all of our students.

**THINK –**We promote problem solving by enhancing students’ ability to:

* conduct research to write and produce content for a wide variety of media platforms;
* explain how domestic and international diversity influence the production, dissemination and consumption of mass communications in a global society;
* apply concepts and apply theories in the use and presentation of images and information.

**COMMUNICATE –**We promote strong communication skills by demanding students:

* write and edit in forms and styles appropriate for the communications professions;
* apply current tools and technologies in the production and evaluation of media content for different platforms.

**BE PROFESSIONAL –**We promote professional conduct and integrity by requiring that students:

* apply the principles and laws that underlie different media systems;
* summarize the history and role of professionals and institutions in shaping communications;
* explain the legal and professional codes of ethics and conduct that undergird mass communication in a global society.
* 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.

|  |  |
| --- | --- |
| **Program-Level Outcome 1** | Students will gain awareness of how to conduct research to write and produce content for a wide variety of media platforms. |
| Assessment Measure | Direct –Advisory Board/External Review of Online Portfolio |
| Assessment  Timetable | Board evaluates portfolios and meets with students in January |
| Who is responsible for assessing and reporting on the results? | The Multimedia Journalism faculty of Fears, Combs, Roberts, Sitton and Armstard will assess the results during dead day; Fears will report the results |

|  |  |
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| **Program-Level Outcome 2** | Students will gain awareness of how to apply concepts and theories in the use and presentation of images and information. |
| Assessment Measure | Indirect –- Senior Exit Survey; Direct -- Senior Knowledge Inventory |
| Assessment  Timetable | Annual employer/alumni surveys and senior exit survey. Graduating seniors take the Senior Knowledge Inventory three weeks prior to commencement. |
| Who is responsible for assessing and reporting on the results? | Results of the survey will be made available at the beginning of the following semester and forwarded to the MMJ coordinator, who will input results into Taskstream |

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| **Program-Level Outcome 3** | Students will gain awareness of how to write and edit in forms and styles appropriate for the communication professions. |
| Assessment Measure | Direct –Advisory Board/External Review of Online Portfolio |
| Assessment  Timetable | Board evaluates portfolios and meets with students in January |
| Who is responsible for assessing and reporting on the results? | The Multimedia Journalism faculty of Fears, Combs, Roberts, Sitton and Armstard will assess the results during dead day; Fears will report the results |

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| **Program-Level Outcome 4** | Students will gain awareness of how to apply current tools and technologies in the production and evaluation of media content for current platforms.. |
| Assessment Measure | Direct –Advisory Board/External Review of Online Portfolio |
| Assessment  Timetable | Board evaluates portfolios and meets with students in January |
| Who is responsible for assessing and reporting on the results? | The Multimedia Journalism faculty of Fears, Combs, Roberts, Sitton and Armstard will assess the results during dead day; Fears will report the results |

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| **Program-Level Outcome 5** | Students will gain awareness of how to apply the principles and laws that underlie different media systems. |
| Assessment Measure | Indirect –- Senior Exit Survey; Direct -- Senior Knowledge Inventory |
| Assessment  Timetable | Annual employer/alumni surveys and senior exit survey. Graduating seniors take the Senior Knowledge Inventory three weeks prior to commencement. |
| Who is responsible for assessing and reporting on the results? | Results of the survey will be made available at the beginning of the following semester and forwarded to the MMJ coordinator, who will input results into Taskstream |

**Course-Level Outcomes**

* What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

|  |  |
| --- | --- |
| **Outcome 1** | Students will use awareness of journalistic practices and procedures to begin to produce portfolio-worthy materials while serving in a contributor position on a media outlet staff |
| Which learning activities are responsible for this outcome? | Producing content for 6 news stories during the semester.  Executing assignments within beat coverage. |
| Assessment Measure | News stories will be scored for a grade that must be equivalent to a minimum of 70% on their portfolio. |

*(Repeat if needed for additional outcomes)*

**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.** |

**For changes to the BS in Multimedia Journalism program, see separate proposal**

**Undergraduate Bulletin 2019-2020, p. 500 current**

**MDIA 2023. Media Aesthetics** Study and basic application of the relationships between the media tools of sight, sound, and motion and the theories that have evolved around them. Fall, Spring.

**MDIA 2033. Writing for Creative Media I** Overview of the principles of scriptwriting for creative media, including commercials, corporate videos, television and film programming. Fall, Spring.

**MDIA 2053 Introduction to Visual Communications** Study of the principles, theories, and language of visual communication to help students analyze, interpret and apply visual content to communicate more effectively. Spring, Summer.

**MDIA 2123. Audio Production I** Introductory course in live and recorded sound production. Theories and technologies used in audio production for radio, television, film/video, and online delivery. Fall, Spring.

**MDIA 2201. News Practicum I** An introductory 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 1013 and 2313, or instructor permission. Fall, Spring, Summer.

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

**MDIA 2313. Digital Media Production** Introductory course in audio, video, photo and multimedia production for many distribution platforms. Fall, Summer.

**Undergraduate Bulletin 2019-2020, p. 500 proposed**

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