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

**New Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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| **[X] New Course or [ ]Experimental Course (1-time offering) (Check one box)** |

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

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

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| Dr. Ronald Sitton **12/10/2018** **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Dr. Osa Amienyi **10/5/2018** **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| Warren Johnson 2/20/2019 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Gina Hogue 2/20/2019 **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)

**Ronald Sitton, Dept. of Media,** [**rsitton@astate.edu**](mailto:rsitton@astate.edu)**, 870.972. 2979**

2. Proposed Starting Term and Bulletin Year

**Fall 2019, 2019-2020 Bulletin**

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

**MDIA 4103**

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

**Data Journalism**

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

**Mining, interpretation and visualization of social problems through research, with emphasis on production of infographics.**

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

1. **No** Are there any prerequisites?
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

**Course requires no specific knowledge contained in previous coursework.**

1. **No** Is this course restricted to a specific major?
   1. If yes, which major? Enter text...

7. Course frequency(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

**Fall**

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

**Lecture**

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

**standard letter**

10. **No** Is this course dual listed (undergraduate/graduate)?

11. **No** Is this course cross listed?

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

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

Enter text...

**11.2** – **Yes / No** Are these courses offered for equivalent credit?

Please explain. Enter text...

12. **No** Is this course in support of a new program?

a. If yes, what program?

Enter text...

13. **No** Does this course replace a course being deleted?

a. If yes, what course?

Enter text...

14. **No** Will this course be equivalent to a deleted course?

a. If yes, which course?

Enter text...

15. **Yes** Has it been confirmed that this course number is available for use?

*If no: Contact Registrar’s Office for assistance.*

16. **No** Does this course affect another program?

If yes, provide confirmation of acceptance/approval of changes from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

**Course Details**

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

**Week 1: Drilling Down on Numbers**

**Week 2: Data in Tabular Form: The Fundamentals**

**Week 3: Challenges with Data: Finding and Cleaning**

**Week 4: Statistics: Basics of Inference, Correlation, Probability**

**Week 5: Visualization Foundations**

**Week 6: Advanced Visualization Techniques**

**Week 7: Interpreting Academic Research: Part 1**

**Week 8: Interpreting Academic Research: Part 2**

**Week 9: Special Topic 1: Health, Well-being and Medical Data**

**Week 10: Special Topic 2: Agriculture, Environmental and Science Data**

**Week 11: Special Topic 3: Economic and Business Data**

**Week 12: Special Topic 4: Crime and Public Safety Data**

**Week 13: Frontiers: Algorithms, Data Science, Artificial Intelligence**

**Week 14: Ethical Issues in Data Journalism**

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

**Special Project with one of the student media outlets (i.e. The Herald, Delta Digital News Service, ASUTV or Red Wolf Radio)**

19. Department staffing and classroom/lab resources

**Current faculty**

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

**No**

20. **No** Does this course require course fees?

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Course Justification**

21. Justification for course being included in program. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

**The skills required to be a successful using data as a journalist are many, ranging from numeracy and spreadsheet fluency to being able to create visualizations and interpret and perform statistical analyses. As such, it is important for journalists to have some familiarity with the core skills of working with numbers to tell stories. This course covers these core skills while also giving students some familiarity with relevant software, statistical and visualization techniques and programming. This course is informed by the idea that data journalism is practiced and its methods are used to investigate wrongdoing, hold the powerful accountable and spotlight public policy failings.**

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

**This course is vital to our curriculum in that the Multimedia Journalism sequence expects to be awarded full accreditation in 2020 from the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). As such, this agency will be looking for evidence that the MMJ sequence ensures that its graduates are aware of various professional competencies that include but are not limited to the following: apply basic numerical and statistical concepts.**

c. Student population served.

**All majors in the MMJ sequence of the BS Multimedia Journalism program**

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

**This is a course focusing on specific skills needed for the practice of journalism**

**Assessment**

**Relationship with Current Program-Level Assessment Process**

22. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

**This course meets the following BS Multimedia Journalism program-level learning outcomes:**

**• Students will conduct research to write and produce content for a wide variety of media platforms.**

**This course will contribute to BS program’s skills curriculum for undergraduate students**

23. Considering the indicated program-level learning outcome/s (from question #23), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Program-Level Outcome 5 (from question #23)** | **A graduate with a BS in Multimedia Journalism will conduct research to write and produce content for a wide variety of media platforms.** |
| Assessment Measure | **Advisory Board/External Review; Portfolio Website.** |
| Assessment  Timetable | Portfolio feedback will be provided at semester’s end, along with additional portfolio feedback from media advisory board during the academic calendar year. |
| Who is responsible for assessing and reporting on the results? | **Faculty teaching this course; MMJ Department Assessment Committee.** |

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

**Course-Level Outcomes**

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

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| **Outcome 1** | **Students will think critically and deeply about the limitations of datasets and evaluate the strengths and weaknesses of data** |
| Which learning activities are responsible for this outcome? | **Lectures and hands-on lab projects.** |
| Assessment Measure | **Unit exams, and projects completed and submitted to student media outlet (e.g., The Herald, Delta Digital News).** |

*(Repeat if needed for additional outcomes)*

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| Outcome 2 | **Students will Assess how institutions may be collecting and using data and the implications of these processes for the public.** |
| Which learning activities are responsible for this outcome? | **Lectures and hands-on lab projects.** |
| Assessment Measure | **Unit exams, and projects completed and submitted to student media outlet (e.g., The Herald, Delta Digital News).** |
| Outcome 3 | **Students will be able to deploy basic software and applications of various kinds to analyze and visualize data in creative ways.**  . |
| Which learning activities are responsible for this outcome? | **Lectures and hands-on lab projects.** |
| Assessment Measure | **Unit exams, and projects completed and submitted to student media outlet (e.g., The Herald, Delta Digital News).** |

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| Outcome 4 | **Students will be able to use and manipulate datasets with ease and comfort, being able to ask interesting questions and explore various angles.** . |
| Which learning activities are responsible for this outcome? | **Lectures and hands-on lab projects.** |
| Assessment Measure | **Unit exams, and projects completed and submitted to student media outlet (e.g., The Herald, Delta Digital News).** |

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| Outcome 5 | **Students will be able to demonstrate a solid grasp of data storytelling techniques that can help broad audiences understand data.**  . |
| Which learning activities are responsible for this outcome? | **Lectures and hands-on lab projects.** |
| Assessment Measure | **Unit exams, and projects completed and submitted to student media outlet (e.g., The Herald, Delta Digital News).** |

**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.* |

Note: Changes to BS in Multimedia Journalism curriculum are presented in separate proposal.

**Undergraduate Bulletin 2018-2019, p. 510**

**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 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 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, Summer.

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

**MDIA 3603. 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 MDIA 3353, MDIA 2013,and MDIA 3203, or consent of instructor. Fall, Spring.

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

**MDIA 4010. Advanced Photojournalism Laboratory** Laboratory for Advanced Photojour­nalism. Must be taken concurrently with MDIA 4013. Fall.

**MDIA 4013. Advanced Photojournalism** Advanced theories and skills associated with digital photojournalism. May require: transportation, digital SLR camera, audio recording device, and external hard drive. Six hours of laboratory work per week. Must be taken concurrently with MDIA 4010. Prerequisite, MDIA 3093. Special course fee, $25.00. Fall.

**MDIA 4043. Studies in Newspaper Management** Study of business and editorial manage­ment of the print media, including newspaper organization, publishing policies and economics, print media technology, circulation and promotional problems. Fall, even.

**MDIA 4050. Advanced Reporting Laboratory** Laboratory for Advanced Reporting. Must be taken concurrently with MDIA 4053. Spring.

**MDIA 4053. Advanced Reporting** Instruction and practice in gathering material and reporting stories on public affairs, emphasis on courts, government and data-driven reporting. Must be taken concurrently with MDIA 4050. Prerequisite, C or better in MDIA 2013 or consent of instructor. Spring.

**MDIA 4083. Sports, Business and Opinion Writing** Techniques of newswriting and information gathering in business and sports reporting. Techniques of opinion writing. Prerequisite, C or better in MDIA 2013 or consent of instructor or department chair. Spring, odd.

**MDIA 4103. Data Journalism** Mining, interpretation, and visualization of social problems through research, with emphasis on production of infographics. 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. Prerequisite, CMAC 3001. Fall, Spring, Summer.

**MDIA 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, MDIA 3303, MDIA 3403, MDIA 3503. Spring.

**MDIA 4323. Race, Gender and Media** Survey of the interface between Americans of color, women and the mass media in the United States. 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. Stu­dents 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 consent of instructor. $25 special course fee. Fall, Spring.