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

**Course Revision Proposal 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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| --- | --- |
| Dr. Ronald Sitton Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Dr. Osabuohien Amienyi Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Dr. Carl Cates Enter date… **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)

**Larz G. Roberts,** [**lroberts@astate.edu**](mailto:lroberts@astate.edu)**, 972-3437**

2. Proposed Starting Term and Bulletin Year for Change to Take Effect

**Fall 2019, 2019-2020 Bulletin**

3. Current Course Prefix and Number

**CMAC 4063**

3.1 – **[Yes]** Request for Course Prefix and Number change

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

**MDIA 4603**

3.2 – **Yes** If yes, has it been confirmed that this course number is available for use?

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

4. Current Course Title

Internship

4.1 – **[No]** Request for Course Title Change

If yes, include new Course Title Below.

Enter text...

1. 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).*

Enter text...

1. Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Enter text...

5. – **[Yes]** Request for Course Description Change.

If yes, please include brief course description (40 words or fewer) as it should appear in the bulletin.

**Supervised work in an approved communication-related setting. Prerequisite, consent of the program director and faculty advisor.**

6. – [**Yes** ] Request for prerequisites and major restrictions change.

*(If yes, 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?

**Consent of the program director and faculty advisor**

* 1. Why or why not?

**Students should take this internship only toward the end of their studies.**

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

7. – [**No** ] Request for Course Frequency Change(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

a. If yes, please indicate current and new frequency:

Enter text...

8. – [**No** ] Request for Class Mode Change

*If yes, indicate if this course will 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* *indicate the current and choose one.*

Enter text...

9. – [**No** ] Request for grade type change

*If yes, what is the current and the new grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])*

Enter text...

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

a. If yes, indicate course prefix, number and title of dual listed course.

Enter text...

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. **Yes** Is this course change in support of a new program?

a. If yes, what program?

**This course change supports the creation of the new single-track Multimedia Journalism program.**

13. **Yes** Does this course replace a course being deleted?

a. If yes, what course?

**CMAC 4063**

14. **Yes** Will this course be equivalent to a deleted course or the previous version of the course?

a. If yes, which course?

**CMAC 4063**

15. **Yes** 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.

**BS Creative Media Production, Emphasis in Graphic Communication (as changed in 2018-2019)**

16. **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.*

**Revision Details**

17. Please outline the proposed revisions to the course.

*Include information as to any changes to course outline, special features, required resources, or in academic rationale and goals for the course.*

**Prefix and description change; no change to substance**.

18. Please provide justification to the proposed changes to the course.

**CMAC prefix is being phased out; description clarified**.

19. **No** Do these revisions result in a change to the assessment plan?

*\*If yes: Please complete the Assessment section of the proposal on the next page.*

*\*If no: Skip to Bulletin Changes section of the proposal.*

***\*See question 19 before completing the Assessment portion of this proposal.***

**Assessment**

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

20. 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?

Enter text...

21. 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.*

|  |  |
| --- | --- |
| **Program-Level Outcome 1 (from question #23)** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Assessment Measure | Please include direct and indirect assessment measure for outcome. |
| Assessment  Timetable | What semesters, and how often, is the outcome assessed? |
| Who is responsible for assessing and reporting on the results? | Who (person, position title, or internal committee) is responsible for assessing, evaluating, and analyzing results, and developing action plans? |

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

**Course-Level Outcomes**

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

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| --- | --- |
| **Outcome 1** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Which learning activities are responsible for this outcome? | List learning activities. |
| Assessment Measure | What will be your assessment measure for this outcome? |

*(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. 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.

**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~~  MDIA ~~4063~~ 4603, 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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**COLLEGE OF LIBERAL ARTS**

**AND COMMUNICATION**

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.

**Media and Communication (CMAC)**

**CMAC 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 CMAC 2003 with consent of chair. Test-out option available. Fall, Spring, Summer.

**CMAC 1003. Mass Communications in Modern Society** A study of the interaction between society and mass communication through the lenses of history, theory, economics, culture, law, and technology.

**CMAC 2003. Media Writing** Basic writing for print, broadcast and Internet media. Course includes attention to news style and grammar. Pre/Co-requisite, CMAC 1001. Fall, Spring, Summer.

**CMAC 2053. Introduction to Visual Communications** 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.

**CMAC 3001. Professional Seminar** An overview of professional careers, etiquette, and best practices in a broad range of communication and media based contexts. Fall, Spring.

**~~CMAC 4063. Internship~~** ~~Supervised work in an approved communications-related setting. Prerequisite, consent of the department chair and faculty advisor. Fall, Spring, Summer.~~

**CMAC 4073. Communications Law and Ethics** Legal and ethical limitations and privileges affecting the mass media. Fall, Spring, Summer.

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**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 2313, MDIA 3313 and MDIA 3353. Fall. 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 computer competency. Fall, Spring, Summer.

**MDIA 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 MDIA 3313. May be repeated for a maximum total of six credit hours. Fall, Spring.

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

**MDIA 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, MDIA 4303 or consent of instructor. Fall, Spring.

**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, consent of the program director and faculty advisor. Fall, Spring, Summer.

**MDIA 488V. Special Problems** Prerequisite, approval of Department Chairman and faculty. Fall, Spring, Summer.