Code # COM20

**Program and/or Course Deletion Proposal-Bulletin Change Transmittal Form**

**Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

**Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [mmcginnis@astate.edu](mailto:mmcginnis@astate.edu)

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| --- |
| **Program and/or Course Deletion**  Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary. |

|  |  |
| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

**1. Program and/or Course Title, Prefix and Number**

Jour 3053 Introduction to Visual Communications

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

Lisa Moskal, [lmoskal@astate.edu](mailto:lmoskal@astate.edu), x3075

**3. Last semester student can graduate with this degree and/or last semester course will be offered**

Fall 2013

**4. Student Population**

a. The program and/or course was initially created for what student population?

The course was initially created for graphic comm students as an elective, but the faculty voted to include the course in the college core with extensive changes. It will go from a 3000-level to a 2000-level and the content will be reconstructed into more of a survey-style focus for a larger, more diverse student audience which will include a conceptual and software-option focus. Therefore, this specific course is being deleted and a new course proposal will be created.

b. How will deletion of this program and/or course affect those students?

They will be able to take the new “expanded” course as part of the college core.

**5.**

**a. How will this affect the department?**

No affect on students

**b. Does this program and/or course affect another department?**  No

**c. If yes, please provide contact information from the Dean, Department Head, and/ or Program Director whose area this affects.**

Enter text...

**6. (For courses only) Will another course be substituted?**  Yes

**If yes, what course?**

A new Visual Communications course at the 2000-level offered as part of the college core.

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
2. Go to <http://registrar.astate.edu/bulletin.htm> and choose either undergraduate or graduate.
3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
5. Right-click on the highlighted area.
6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
8. Right-click immediately below this area and choose “paste”.
9. For additions to the bulletin, please change font color and make the font size larger than the surrounding text. Make it noticeable.
10. For deletions, strike through the text, change the font color, and enlarge the font size. Make it noticeable.

The bulletin can be accessed at http://www2.astate.edu/a/registrar/tools-forms/bulletins.dot

**GCOM 488V. Special Problems in Graphic Communications** Designed to provide individually directed research in some special area of printing for seniors. Should be arranged in consultation with a professor in the specified field of interest prior to the semester of study and approved by the department chair. A written paper is required. Fall, Spring, Summer.

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**Journalism (JOUR)**

**JOUR 1003. Mass Communications in Modern Society** Survey of the varied fields of mass communications, with emphasis on their functions, operations, and problems in a democracy. Cross listed as RTV 1003. Fall, Spring.

**JOUR 2003. News Writing** Basic news writing for print, broadcast and Internet. Course includes attention to news style and grammar. Word processing skills required. Prerequisite, C or better in ENG 1003. Cross listed as RTV 2003. Fall, Spring, Summer.

**JOUR 2010. News Reporting Laboratory** Laboratory for News Reporting. Must be taken con­currently with JOUR 2013. Fall, Spring.

**JOUR 2013. News Reporting** Techniques of news gathering, with practical experience in inter­viewing and writing for publication. Requires three hours of laboratory work per week. Prerequisite, C or better in JOUR 2003. Fall, Spring.

**JOUR 3001. Contemporary Events and the Mass Media** Weekly review of news events and the mass medias coverage of them. Fall, Spring.

**JOUR 3003. Feature and Magazine Article Writing** Methods of gathering material for feature stories through interviews, research, and observation, practice in writing the article. Requires three hours of laboratory work per week. Prerequisite, JOUR 2013. Fall.

**JOUR 3013. Principles of Public Relations** Nature and theoretical foundation of public relations, its role in society, practitioners and dynamics of the process. Fall, Spring, Summer.

**JOUR 3023. Principles of Advertising** Advertising history, theory and practice, including tradi­tional and nontraditional media. Fall, Spring.

**JOUR 3033. Advertising Elements and Execution** Principles and practices in creating and critiquing advertising messages across media platforms. Prerequisites, JOUR 2003 and JOUR 3023. Fall

**JOUR 3040. Photography Laboratory** Laboratory for Photography. Must be taken concurrently with JOUR 3043. Fall, Spring.

**JOUR 3043. Photography** Elements of composition, camera, darkroom techniques and digital photography. Requires three hours of laboratory work per week. Lab fee, $10.00. Special course fee, $10.00. Fall, Spring.

**~~JOUR 3053 Introduction to Visual Communications~~** ~~Exploration of visual messages with text for publication in media outlets. Fall, Spring.~~

**JOUR 3060 News Editing Laboratory** Laboratory for News Editing. Must be taken concurrently with JOUR 3063. Fall.

**JOUR 3063. News Editing** Editing and rewriting news stories, writing headlines and cutlines, legal and ethical issues for editors, and the basic principles of news design. Prerequisite, JOUR 2013. Fall.

**JOUR 3073. News Design** Principles of visual communication, digital and print media design, elements and practices of digital and press publication, media economic theory and practice. Prerequisite, JOUR 2013. Spring.

**JOUR 3083. History of the Mass Media** History of the mass media newspapers, magazines, radio, television and new technology from colonial days to the present. Spring.

**JOUR 3090. Photojournalism Laboratory** Laboratory for Photojournalism. Must be taken concurrently with JOUR 3093. Spring.