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

**New Emphasis, Concentration or Option 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 for inclusion in curriculum committee agenda.

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| Michael Bowman | 8/24/2018 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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| Osabuohien P. Amienyi  | 8/27/2018 |

**Department Chair:**  |

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**Head of Unit (If applicable)**   |
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| Warren Johnson | 10/1/2018 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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| Gina Hogue | 10/1/2018 |

**College Dean** |

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**Graduate Curriculum Committee Chair** |
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**General Education Committee Chair (If applicable)**   |

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**Vice Chancellor for Academic Affairs** |

**i. Proposed Program Title**

BS Creative Media Production, Corporate media emphasis

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

Lily Zeng, Dept. of Media, zengli@astate.edu, 972-3070

**iii. Proposed Starting Date**

Fall 2019

**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.* |

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**Bachelor of Science (B.S.)**

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| Accounting |
| Biological Sciences (emphasis in):—Biology—Botany—Pre-professional Studies—Zoology |
| Biotechnology |
| Business Administration—Sustainable Business Practices |
| Business Economics |
| Chemistry:—Pre-Health Profession Studies |
| Clinical Laboratory Science |
| Communication Disorders |
| Computer and Information Technology |
| Computer Science |
| Creative Media Production (emphasis in):—Corporate Media—Graphic Communication~~s~~—Sports Media |
| Dietetics |
| Digital Innovations (emphasis in):—Graphic Communications—Strategic Communications |
| Disaster Preparedness/Emergency Mgmt. |
| Environmental Science |
| Exercise Science |
| Finance (emphasis in):—Banking—Financial Management |
| Global Supply Chain Management |
| Health Promotion |
| Health Studies |
| Interdisciplinary Studies |
| International Business |
| Management (emphasis in):—Hospitality Management—Human Resource Management—International Business |

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The College of Liberal Arts and Communication offers a wide range of undergraduate degree programs including a Bachelor of Arts in Art (emphasis in Art History), Art Therapy, Communication Studies (and emphases in Interpersonal, Organizational, and Public Communication), Criminology, Digital Innovations, English, History, Music, Philosophy, Political Science, Sociology, Theatre (and emphases in Acting, Design Technology, Directing, and Musical Theatre), and World Languages and Cultures (emphases in French, Global Studies, and Spanish); a Bachelor of Fine Arts in Art (emphases in Art Education and Studio Art) and Graphic Design (and emphasis in Digital Design); a Bachelor of Music (emphases in Composition as well as Instrumental, Keyboard, and Vocal Performance); a Bachelor of Music Education (emphases in Instrumental and Vocal Music); a Bachelor of Science in Creative Media Production (emphases in Corporate Media, Graphic Communication, and Sports Media), Multimedia Journalism (emphases in Broadcast Journalism, News Editorial, and Photojournalism), and Strategic Communication (emphases in Advertising, Public Relations, and Social Media Management); and a Bachelor of Science in Education in English, Social Science, and World Languages and Cultures (emphases in French and Spanish). Most degree programs offer minors. Minors are also available in the following fields: African-American Studies, Children’s Advocacy Studies, Cognitive Science, Folklore Studies, French, German, Graphic Communication, History and Philosophy of Science and Technology, Interdisciplinary Family Studies, International Studies, Medieval Studies, Modern European Studies, Religious Studies, Spanish, Sports Media, Women and Gender Studies, and Writing Studies. A minor in Homeland Security and Disaster Preparedness is offered in partnership with the College of Nursing and Health Professions. The College provides Associate of Applied Science degrees in Crime Scene Investigation, Law Enforcement Administration, and Law Enforcement and certificates in Digital Humanities, Museum Studies, Nonprofit Communication, Social Media Management, Spanish for the Professions, and Swift Coding. It also provides pre-professional advisement for law school as part of its Political Science, Philosophy, History, and Criminology majors.

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MEDIA AND COMMUNICATION DEPARTMENTS REQUIREMENTS

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The Department of Media offers Bachelor of Science degrees in Multimedia Journalism and Creative

Media Production. Students can emphasize in news editorial, broadcast journalism, photojournalism,

corporate media, graphic communication, and sports media.

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**Major in Creative Media Production**

Bachelor of Science

Emphasis in Corporate 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 SocietyCOMS 1203, Oral Communication (Required Departmental Gen. Ed. Option) | 35 |
| Major Requirements: | Sem. Hrs. |
| 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 |
| *MDIA 4812, Media Portfolio* | 2 |
| Sub-total | 29 |
| Emphasis Area (Corporate 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 4353, Corporate Media Production | 3 |
| *MDIA 4473, Media Production Practicum* | 3 |
| Sub-total | 17 |
| Electives: | Sem. Hrs. |
| Upper-level MDIA electives | 6 |
| Electives  | 30 |
| Sub-total | 36 |
| Total Required Hours: | 120 |

**EMPHASIS ASSESSMENT**

**Emphasis Goals**

1. Justification for the introduction of the new emphasis. Must include:

1. Academic rationale (how will this emphasis fit into the mission established by the department for the curriculum?)
**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.**
2. List emphasis goals (faculty or curricular goals, specific to the emphasis.)
* **Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.**
* **Students will embrace free expression to adapt media messages to diverse and global audiences.**
* **Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.**
* **Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices.**

d. Student population served.

**Creative media students interested in content creation.**

**Emphasis Student Learning Outcomes**

2. Please fill out the following table to develop a continuous improvement assessment process for this emphasis.

*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.*

***Note: Best practices suggest an emphasis would have 1 to 3 outcomes.***

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| **Outcome 1** | **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-IndirectPortfolio Website-Direct  |
| Which courses are responsible for this outcome? | MDIA 4363, Multimedia Storytelling MDIA 2123, Audio Production I MDIA 2223, Video Production IMDIA 4812, Media PortfolioEmphasis Specific Courses |
| Assessment Timetable | Advisory board meetings January and September. Advisory board meets with students. Faculty meets with junior level students once a year to review portfolio. |
| Who is responsible for assessing and reporting on the results? | Advisory board and faculty. |

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| **Outcome 2** | **Students will embrace free expression to adapt media messages to diverse and global audiences.** |
| Assessment Procedure Criterion | Senior knowledge exam - Direct  |
| Which courses are responsible for this outcome? | MDIA 2033, Writing for Creative Media I MDIA 3413, Writing for Creative Media II MDIA 4123, Media Management and Entrepreneurship  |
| Assessment Timetable | Exam administered to students in the Media Portfolio class fall and spring semester. |
| Who is responsible for assessing and reporting on the results? | Faculty member teaching media portfolio class. |

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| **Outcome 3** | **Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.** |
| Assessment Procedure Criterion | Internship surveys - IndirectSenior Knowledge examEmployee Alumni Survey- Indirect |
| 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 4123, Media Management and Entrepreneurship CMAC 4063 Internship |
| Assessment Timetable | Collected each term when students take internship.Collected every three years from employers of alumni. |
| Who is responsible for assessing and reporting on the results? | Internship coordinatorProgram coordinator |

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| **Outcome 4** | **Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices.** |
| Assessment Procedure Criterion | Portfolio Website-Direct |
| Which courses are responsible for this outcome? | MDIA 3323, Media Analytics and Data Visualization Emphasis Specific CoursesMDIA 4812, Media Portfolio |
| Assessment Timetable | Advisory board meetings January and September. Advisory board meets with students. Faculty meets with junior level students once a year to review portfolio. |
| Who is responsible for assessing and reporting on the results? | Advisory board and faculty.Faculty member teaching media portfolio class. |

LETTER OF NOTIFICATION – 3

NEW OPTION, EMPHASIS, CONCENTRATION, or MINOR

(Maximum 18 semester credit hours of theory courses and 6 credit hours of practicum courses)

1. Institution submitting request: **Arkansas State University**

1. Contact person/title: **Dr. Karen Wheeler, senior associate vice chancellor**
2. Phone number/e-mail address: **870-972-2030; kwheeler@astate.edu**
3. Proposed effective date: **Fall 2019**
4. Title of existing degree program: **BS in Creative Media Production**

 (Indicate if the degree listed above is approved for distance delivery) **Offered for distance delivery**

1. CIP Code: **09.0799**
2. Degree Code: **09.0799**
3. Proposed name of new option/emphasis/concentration/minor (circle one): **Corporate Media**
4. Reason for proposed action:
**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.**
5. New option/emphasis/concentration/minor objective:
**Students will utilize critical creative thinking to create media messages appropriate across multiple platforms while embracing free expression and ethical principles.**
6. Provide the following:
	1. Curriculum outline - List of courses in new option/emphasis/concentration/minor – Underline required courses

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| Major Requirements: |
| GCOM 1813, Introduction to Digital Publishing |
| MDIA 2023, Media Aesthetics |
| 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 |
| Emphasis Area  |
| MDIA 1011, Experiential Media I |
| MDIA 3011, Experiential Media II |
| MDIA 3123, Audio Production II |
| MDIA 3223, Video Production II |
| MDIA 3233, Video Production III |
| MDIA 4353, Corporate Media Production |
| MDIA 4473, Media Production Practicum |

* 1. Provide degree plan that includes new option/emphasis/concentration/minor
	**See 8-semester plan at the end of document.**
	2. Total semester credit hours required for option/**emphasis**/concentration/minor

 (Option range: 9–24 semester credit hours)
**20**

* 1. New courses and new course descriptions

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| MDIA 1011, Experiential Media I |
| MDIA 2023, Media Aesthetics |
| MDIA 2033, Writing for Creative Media I |
| MDIA 2123, Audio Production I |
| MDIA 2223, Video Production I |
| MDIA 3011, Experiential Media II |
| MDIA 3123, Audio Production II |
| MDIA 3223, Video Production II |
| MDIA 3233, Video Production III |
| MDIA 3323, Media Analytics and Data Visualization |
| MDIA 3413, Writing for Creative Media II |
| MDIA 4473, Media Production Practicum |
| MDIA 4812, Media Portfolio |

**MDIA 1011. Experiential Media I**Introductory experience in the production of live and recorded video productions such as sports, musical performances, special events, or news. Students will develop an awareness of various working roles in media production.

**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.

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

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

**MDIA 3011. Experiential Media II** Advanced experiences in the production of live and recorded media productions such as sports, musical performances, special events, or news. Students will develop an advanced awareness of various working roles in media production.

**MDIA 3123. Audio Production II** Production and post-production of live and recorded audio for radio, television, film/video, and online delivery.  Single and multi-track audio editing, sound effects, and sound reinforcement are covered.

**MDIA 3223. Video Production II** Intermediate course exploring non-linear editing techniques and practices, as well as the history and theory of film/video editing. Topics include post-production workflow, video formats and compression, exporting, sound design, color correction, and multicam editing.

**MDIA 3233. Video Production III** Advanced practical experience in the conceptualization, pre-production preparation, and production of live and recorded video productions such as sports, musical performances, special events, or news.

**MDIA 3323. Media Analytics and Data Visualization** Communicating complex information with visually appealing images (charts, graphs, maps, etc.), including processing and cleaning raw data, and effectively communicating data to a multimedia audience.

**MDIA 3413. Writing for Creative Media II** Writing for Creative Media II requires students to apply principles and concepts of scriptwriting obtained in Writing for Creative Media I to a variety creative media fields.

**MDIA 4473. Media Production Practicum** Practical experience relevant to students in Creative Media Production.

**MDIA 4812. Media Portfolio** Capstone portfolio of revised student work.

* 1. Goals and objectives of program option/emphasis/concentration/minor
	**Students will utilize critical creative thinking to create media messages appropriate across multiple platforms while embracing free expression and ethical principles.**
	2. Expected student learning outcomes
* **Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.**
* **Students will embrace free expression to adapt media messages to diverse and global audiences.**
* **Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.**
* **Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices.**
	1. Documentation that program option/emphasis/concentration/minor meets employer needs (if applicable)
	**Annual program assessment findings necessitated these changes.**
	2. Student demand (projected enrollment) for program option/emphasis/concentration/minor
	**20**
	3. Name of institutions offering similar program option/emphasis/concentration/minor and the institution(s) used as a model to develop the proposed program option/emphasis/concentration/minor (if applicable)

**N/A**

1. Institutional curriculum committee review/approval date:
2. Will the new option/emphasis/concentration/minor be offered via distance delivery? If yes, indicate mode of distance delivery:

**Yes. Online.**

1. Explain in detail the distance delivery methods/procedures to be used:
**Online.**
2. Specify the amount of additional costs required for program implementation, the source of funds, and how funds will be used.
**None.**
3. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer Date: