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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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| Michael Bowman 8/24/2018 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Osabuohien P. Amienyi 8/27/2018 **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| Warren Johnson 9/19/2018 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Gina Hogue 9/30/2018 **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)

Dr. Lily Zeng, Dept. of Media ([Zengli@astate.edu](mailto:Zengli@astate.edu)) (972-3625)

2. Proposed Starting Term and Bulletin Year

Fall 2019 (Bulletin Year 2019-2020)

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range.

MDIA 4812

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).

Media Portfolio

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

Capstone portfolio of revised student work.

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

Consent of instructor

* 1. Why or why not?

Students must take this in the final semester to allow students to gather and refine content created throughout their collegiate career.

1. **Yes** Is this course restricted to a specific major?
   1. If yes, which major? Creative Media Production

7. Course frequency(e.g. Fall, Spring, Summer).

Fall, Spring

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.

Capstone

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.

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

Please explain.

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

a. If yes, what program?

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

a. If yes, what course?

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

a. If yes, which course?

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.

**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

Introduction to Course

Discuss course timeline and expectations.

Academic Integrity Policy

Personal Branding

Selling yourself

Professionalism

Week 2

Website development and resume building

Description of rubrics

Week 3

Website Portfolio…

Students provide first critiques of student website portfolio.

Week 4

Meet with advisory board members for critiques

Week 5

Use advisory board critiques for portfolio refinements

Faculty Consultation

Week 6

Professional Codes of Ethics

Week 7

Workforce politics…

Understanding the workforce culture

Week 8

Project up date with instructor

Week 9

Assessment

Week 10

Senior knowledge exam prep

Week 11

Senior knowledge exam

Week 12

Senior exit survey

In class Personal Branding Pitch

Week 13

Portfolio presentations.

Week 14

Submission final portfolio completed throughout the semester.

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

This course uses activities designed to assist in development of a strong portfolio for the student as they enter the job market. Students will need access to equipment and facilities within the Department of Media to finalize portfolio.

19. Department staffing and classroom/lab resources

The course is staffed by existing faculty. A standard classroom is needed for this course.

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)

Students will refine a media portfolio where all skills learned in the emphasis area of the creative media production degree will be showcased in a website. The students will take content they have created in their respective emphasis area throughout their career in the degree to develop the portfolio website that will be reviewed by the Creative Media Program’s advisory board. A class where students are required to do this is needed to insure that all assessment data is collected. Additionally, the class will be used to assess the program by collecting data (Creative Media Production Advisory Board asessment, Senior Knowledge Exam data, External Employee Surveys, and Student Exit Surveys) that is designed to assess the program level outcomes that follow:

* 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.

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 designed to be a collection point for assessment mandated by the Higher Learning Commission.

c. Student population served.

Students in Creative Media Production

d. Rationale for the level of the course (lower, upper, or graduate). This course serves as the capstone class for the Creative Media Production degree and so is numbered at the 4000 level.

**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 is a capstone course where assessment is the primary function of the class and will assess these program level assessment goals.

* 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.

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 1 (from question #23)** | *Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.* |
| Assessment Measure | Employee/Alumni Survey, Senior Exit Survey, Senior Knowledge Inventory |
| Assessment  Timetable | Data collection and analysis will occur each semester. |
| Who is responsible for assessing and reporting on the results? | Senior Exit Survey and Senior Knowledge Inventory will occur each semester during the Portfolio course. Information for the Employee Survey will be collected in the Internship course. The Alumni Survey is sent to ASTATE CMP alumni two years following their graduation. The CMP faculty will analyze data. The CMP Program Coordinator will enter data into Taskstream. |

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

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| **Program-Level Outcome 2 (from question #23)** | *Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.* |
| Assessment Measure | Advisory Board, Portfolio Website |
| Assessment  Timetable | Final projects will be included in student portfolios. Portfolios will be evaluated in student’s senior years. |
| Who is responsible for assessing and reporting on the results? | The Creative Media Production (CMP) Program Coordinator will submit portfolios to the CMP Advisory Board for their evaluation. The Advisory Board meets each September/January. CMP faculty meets with CMP Advisory Board members to discuss evaluations. Based on board feedback, CMP faculty to develop action plans. The CMP Program Coordinator will enter data into Taskstream. |

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| **Program-Level Outcome 3 (from question #23)** | *Students will embrace free expression to adapt media messages to diverse and global audiences.* |
| Assessment Measure | Employer/Alumni Survey, Senior Knowledge Inventory |
| Assessment  Timetable | Data collection and analysis will occur each semester. |
| Who is responsible for assessing and reporting on the results? | Senior Knowledge Inventory will occur each semester during the Portfolio course. Information for the Employee Survey will be collected in the Internship course. The Alumni Survey is sent to ASTATE CMP alumni two years following their graduation. The CMP faculty will analyze data. The CMP Program Coordinator will enter data into Taskstream. |

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| **Program-Level Outcome 4 (from question #23)** | Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices. |
| Assessment Measure | Employer/Alumni Survey, Senior Exit Survey, Senior Knowledge Inventory |
| Assessment  Timetable | Data collection and analysis will occur each semester. |
| Who is responsible for assessing and reporting on the results? | Senior Exit Survey and Senior Knowledge Inventory will occur each semester during the Portfolio course. Information for the Employee Survey will be collected in the Internship course. The Alumni Survey is sent to ASTATE CMP alumni two years following their graduation. The CMP faculty will analyze data. The CMP Program Coordinator will enter data into Taskstream. |

**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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| **Program-Level Outcome 1 (from question #23)** | *Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.* |
| Assessment Measure | Employee/Alumni Survey, Senior Exit Survey, Senior Knowledge Inventory |
| Assessment  Timetable | Data collection and analysis will occur each semester. |
| Who is responsible for assessing and reporting on the results? | Senior Exit Survey and Senior Knowledge Inventory will occur each semester during the Portfolio course. Information for the Employee Survey will be collected in the Internship course. The Alumni Survey is sent to ASTATE CMP alumni two years following their graduation. The CMP faculty will analyze data. The CMP Program Coordinator will enter data into Taskstream. |

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

|  |  |
| --- | --- |
| **Program-Level Outcome 2 (from question #23)** | *Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.* |
| Assessment Measure | Advisory Board, Portfolio Website |
| Assessment  Timetable | Final projects will be included in student portfolios. Portfolios will be evaluated in student’s senior years. |
| Who is responsible for assessing and reporting on the results? | The Creative Media Production (CMP) Program Coordinator will submit portfolios to the CMP Advisory Board for their evaluation. The Advisory Board meets each September/January. CMP faculty meets with CMP Advisory Board members to discuss evaluations. Based on board feedback, CMP faculty to develop action plans. The CMP Program Coordinator will enter data into Taskstream. |

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| **Program-Level Outcome 3 (from question #23)** | *Students will embrace free expression to adapt media messages to diverse and global audiences.* |
| Assessment Measure | Employer/Alumni Survey, Senior Knowledge Inventory |
| Assessment  Timetable | Data collection and analysis will occur each semester. |
| Who is responsible for assessing and reporting on the results? | Senior Knowledge Inventory will occur each semester during the Portfolio course. Information for the Employee Survey will be collected in the Internship course. The Alumni Survey is sent to ASTATE CMP alumni two years following their graduation. The CMP faculty will analyze data. The CMP Program Coordinator will enter data into Taskstream. |

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| **Program-Level Outcome 4 (from question #23)** | Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices. |
| Assessment Measure | Employer/Alumni Survey, Senior Exit Survey, Senior Knowledge Inventory |
| Assessment  Timetable | Data collection and analysis will occur each semester. |
| Who is responsible for assessing and reporting on the results? | Senior Exit Survey and Senior Knowledge Inventory will occur each semester during the Portfolio course. Information for the Employee Survey will be collected in the Internship course. The Alumni Survey is sent to ASTATE CMP alumni two years following their graduation. The CMP faculty will analyze data. The CMP Program Coordinator will enter data into Taskstream. |

**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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**MDIA 4353. Corporate Media Production** Study of the field and function of media pro- duction 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 pro- ducing 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, televi- sion, 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 4812. Media Portfolio.** Capstone portfolio of revised student work. Prerequisite, Consent of instructor. Fall, Spring.

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

Fall, Spring, Summer.