Code # COM30

**New/Special Course 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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| --- |
| **New Course or**  **Special Course (Check one box)**  *Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary.* |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 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. Proposed Course Prefix and Number (For variable credit courses, indicate variable range.)

MCOM 2053

2. 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).

Introduction to Visual Communications

3. 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 problems, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture and Lab

4. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

Standard Letter

5. Is this course dual listed (undergraduate/graduate)?

No

6. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

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

The study of the principles, theories, and language of visual communication to help students analyze, interpret and apply visual content to communicate more effectively.

8. Indicate all prerequisites and 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).

a. Are there any prerequisites?

None

b. Why?

Enter text...

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

Fall, Spring

10. Contact Person (Name, Email Address, Phone Number)

Chris Harper, [Charper@astate.edu](mailto:Charper@astate.edu), 2711

11. Proposed Starting Term/Year

Spring 2014

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

If yes, what program?

Strategic Communication, Multimedia Journalism, Creative Media Production

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

If yes, what course?

Journalism 3053 Introduction to Visual Communications

Has this course number been used in the past? No

*Submit Course Deletion Proposal-Bulletin Change Transmittal Form.*

14. Does this course affect another program? No

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

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15. Justification should include:

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

With the intensive increase in technological and online communication mediums visual message creation and consumption has risen to the forefront of the communication field. The use of visual messages is a central focus in many communication based professional settings including advertising, broadcasting, multimedia journalism, and public relations. To that end the College of Media and Communication seeks to create a course that will approach this subject from both a functional and theoretical dimension. This course will help students to identify, analyze, and create persuasive/informative visual messages. Furthermore, this course will increase a student’s functional understanding of basic software used in the creation of visual messages.

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.

The College of Media and Communication seeks to teach students to “gather, organize, synthesize and communicate information.” This course will give students a foundational understanding and awareness of the ways in which individuals encounter and create visual messages. This course is replacing a course that was deemed to narrow for the increasingly expanding field of visual communication.

c. Student population served.

This course is a requirement for all students within the College of Media and Communication

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

This course will be taught at the 2000 level because it seeks to focus more on breadth than depth in relationship to visual messages. The survey nature of this course lends itself well to a lower level course offering as well as the basic conceptual and software option focus. .

16. 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

Week 2. Processing visual messages

Week 3. Perceptual cues

Week 4. Rhetoric and visual communication

Week 5. Visual communication in advertising

Week 6. Visual communication in public relations

Week 7. Visual communication in multimedia journalism

Week 8. Visual communication and persuasion

Week 9. Typography

Week 10. Graphical data illustration

Week 11.Theoretical concepts of graphic layout and design

Week 12. Photoshop

Week 13. InDesign

Week 14. Final cut pro

Week 15. Word press

Week 16. Essentials of photography

17. Course requirements (e.g. research papers, projects, interviews, tests, etc.)

Students will take two major written exams

Students will write ten 1 page visual analysis papers over various communication contexts.

Students will write a 3-5 page paper over one major visual communication theory

Students will complete a visual communication project using one of the basic software programs

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

Enter text...

19. Department staffing and classroom/lab resources (Will this require additional faculty, supplies, etc.?)

This course requires no new additional faculty.

20. What is the primary intended learning goal for students enrolled in this course?

The primary intended learning goal for this course is to have students demonstrate and increased functional awareness of principles, theories, and basic software associated with the field of visual communication..

21. Reading and writing requirements:

a. Name of book, author, edition, company and year

*Visual Communication: Images with Messages, Lester,* 6e, Thompson/Wadsworth, 2012

b. Number of pages of reading required per week: 15

c. Number of pages of writing required over the course of the semester: 15-25

22. High-Impact Activities (Check all that apply)

Collaborative assignments

Research with a faculty member

Diversity/Global learning experience

Service learning or community learning

Study abroad

Internship

Capstone or senior culminating experience

Other Explain: Enter text...

23. Considering the indicated primary goal (in Box #20), provide up to three outcomes that you expect of students after completion of this course.

**Outcome #1:** (For example, what will students who meet this goal know or be able to do as a result of this course?)

Students will know the theories and principles of visual communication such as Gestalt Theory, Semiotics, Constructivism, and cognitive perceptual theories l

Learning Activity:(For example, what instructional processes do you plan to use to help students reach this outcome?)

In class lecture/instruction, theoretical reading assignments,

Assessment Tool: (For example, what will students demonstrate, represent, or produce to provide evidence of their learning?)

Students will compete two written tests over the course of the semester specifically dealing with theoretical principles of visual communication.

*(Repeat if needed for additional outcomes 2 and 3)*

**Outcome #2:**

Students will understand how to interpret and analyze images to become more visually literate

Learning Activity:

Lecture, theoretical reading assignments

Assessment Tool:

Students will complete ten 1 page visual analysis papers over various communication contexts

**Outcome #3**:

Apply basic tools and software to enhance visual communication skills

Learning Activity:

Lecture, software demonstrations

Assessment Tool:

Students will complete a visual communication project using one of the basic software programs

24. Please indicate the extent to which this course addresses university-level student learning outcomes:

* 1. Global Awareness

Minimally  
Indirectly  
Directly

* 1. Thinking Critically

Minimally  
Indirectly  
Directly

* 1. Using Technology

Minimally  
Indirectly  
Directly

**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.

Paste bulletin pages here...