LETTER OF NOTIFICATION – 11

RECONFIGURATION OF EXISTING DEGREE PROGRAMS (Consolidation or Separation of Degrees to Create New Degree)

1. Institution submitting request: Arkansas State University
2. Contact person/title: Brad Rawlins, Dean of the College of Communications
3. Title(s) of degree programs to be consolidated/reconfigured:
   1. Audio and Video and New Media Emphases from Radio and Television Degree and Graphic Communication Emphasis from Journalism Degree to be consolidated into Creative Media Production Degree
4. Current CIP Code(s)/Current Degree Code(s): 09.07.
5. Proposed title of consolidated/reconfigured program:
   1. Creative Media Production
   2. With emphases in Audio/Video Production, Sports Production, Narrative Media and Graphic Communication.
6. Proposed CIP Code for new program:
   1. 09.07
7. Proposed Effective Date:
   1. July 1, 2013
8. Reason for proposed program consolidation/reconfiguration: (Indicate student demand (projected enrollment) for the proposed program and document that the program meets employer needs)

Audio, video, and print are increasingly created for digital platforms, such as the Web, tablet, and smart phones. The State of the Media 2013 Report from the Pew Center indicates that audiences are continuing to leave the legacy media of newspapers, magazines, television and radio and get their news and entertainment from digital platforms. It doesn’t make sense to have two programs competing for the creation of digital media because they are in two different departments. This proposal to create a single Creative Media Production program eliminates the competition and encourages synergy.

Since this isn’t a new program, but a restructured program, student interest is determined by the number of students enrolled in the existing programs. We currently have more than 40 students enrolled in the production programs (and likely have more because another 81 of our majors have not identified their specific emphasis within the college).

1. Provide current and proposed curriculum outline by semester. Indicate total semester credit hours required for the proposed program. Underline new courses and provide new course descriptions. (If existing courses have been modified to create new courses, provide the course name/description for the current/existing courses and indicate the related new/modified courses.) Identify required general education core courses with an asterisk.

**Radio and Television Degree Audio Video Emphasis (Existing)**

**Year 1 Fall Semester Sem. Hrs.**

RTV 1003 Mass Comm & Modern Society\* 3

**Year 1 Spring Semester Sem. Hrs.**

RTV 2003 News Writing 3

**Year 2 Fall Semester Sem. Hrs.**

RTV 2023 Audio Production 3

**Year 2 Spring Semester Sem. Hrs.**

RTV 3013 Promotional Writing for the Electronic Media 3

**Year 3 Fall Semester Sem. Hrs.**

RTV 3023 Video Production 3

RTV 3033 Video Post Production 3

RTV Elective 3

**Year 3 Spring Semester Sem. Hrs.**

RTV 3343 Advanced Radio Practicum OR RTV Advanced Television Production

OR RTV 443 Internship 3

RTV Elective 3

RTV 3363 Communication Research Methods 3

**Year 4 Fall Semester Sem. Hrs.**

RTV 3373 Intro to Internet Communications 3

RTV Elective 3

MCOM 4073 Communications Law and Ethics 3

**Year 4 Spring Semester Sem. Hrs.**

RTV 4353 Corporate Media Production 3

RTV 4313 Electronic Media Management 3

**Total Hours 45**

**Creative Media Production Degree Audio/Video Production Emphasis (Proposed)**

**Year 1 Fall Semester Sem. Hrs.**

MCOM 1003 Mass Comm & Modern Society 3

**Year 1 Spring Semester Sem. Hrs.**

MCOM 1001 Media Grammar and Style 1

MCOM 2003 Media Writing 3

MCOM 2053 Introduction to Visual Communication 3

**Year 2 Fall Semester Sem. Hrs.**

CMP 2313 Multimedia Production 3

**Year 2 Spring Semester Sem. Hrs.**

CMP 2353, Audio/Video Production 3

JOUR 3363 Communication Research Methods 3

**Year 3 Fall Semester Sem. Hrs.**

CMP 3343 Advanced Radio Practicum OR CMP Advanced Television Production 3

Professional Seminar 1

**Year 3 Spring Semester Sem. Hrs.**

CMP 3033, Field and Post Production 3

College of Media and Communication Elective 3

**Year 4 Fall Semester Sem. Hrs.**

CMP 4363 Multimedia Storytelling 3

CMP 4483, Broadcast Graphics 3

MCOM 4073 Law and Ethics 3

**Year 4 Spring Semester Sem. Hrs.**

CMP 4353, Corporate Media Production 3

JOUR 4123 Media Entrepreneurship 3

College of Media and Communication Elective 3

**Total Hours 47**

**Radio and Television Degree Narrative Motion Picture Emphasis (Existing)**

**Year 1 Fall Semester Sem. Hrs.**

RTV 1003 Mass Comm & Modern Society\* 3

**Year 1 Spring Semester Sem. Hrs.**

RTV 2003 News Writing 3

**Year 2 Fall Semester Sem. Hrs.**

RTV 2023 Audio Production 3

**Year 2 Spring Semester Sem. Hrs.**

RTV 3013 Promotional Writing for the Electronic Media 3

**Year 3 Fall Semester Sem. Hrs.**

RTV 3023 Video Production 3

RTV 3033 Video Post Production 3

RTV Screenwriting for Narrative Motion Pictures 3

**Year 3 Spring Semester Sem. Hrs.**

RTV 3303 History of Moving Images 3

RTV 3503 Film Cinematography, Lighting and Editing 3

RTV 3363 Communication Research Methods 3

**Year 4 Fall Semester Sem. Hrs.**

RTV 3373 Intro to Internet Communications 3

RTV 4303 Advanced Filmmaking Techniques 3

MCOM 4073 Communications Law and Ethics 3

**Year 4 Spring Semester Sem. Hrs.**

RTV 4403 Film Distribution and Exhibition 3

RTV 4503 Film Practicum 3

**Total Hours 45**

**Creative Media Production Degree Narrative Media Emphasis (Proposed)**

**Year 1 Fall Semester Sem. Hrs.**

MCOM 1003 Mass Comm & Modern Society 3

**Year 1 Spring Semester Sem. Hrs.**

MCOM 1001 Media Grammar and Style 1

MCOM 2003 Media Writing 3

MCOM 2053 Introduction to Visual Communication 3

**Year 2 Fall Semester Sem. Hrs.**

CMP 2313 Multimedia Production 3

**Year 2 Spring Semester Sem. Hrs.**

CMP 3403 Screenwriting for Narrative Motion Pictures 3

**Year 3 Fall Semester Sem. Hrs.**

CMP 3503 Film Cinematography, Lighting and Editing 3

Professional Seminar 1

College of Media and Communication Elective 3

**Year 3 Spring Semester Sem. Hrs.**

JOUR 3363 Communication Research Methods 3

College of Media and Communication Elective 3

**Year 4 Fall Semester Sem. Hrs.**

CMP 4363 Multimedia Storytelling 3

CMP 4303 Advanced Filmmaking Techniques 3

MCOM 4073 Law and Ethics 3

**Year 4 Spring Semester Sem. Hrs.**

MCOM 4063, Internship 3

JOUR 4123 Media Entrepreneurship 3

College of Media and Communication Elective 3

**Total Hours 47**

**Creative Media Production Degree Sports Production Emphasis (New)**

**Year 1 Fall Semester Sem. Hrs.**

MCOM 1003 Mass Comm & Modern Society 3

**Year 1 Spring Semester Sem. Hrs.**

MCOM 1001 Media Grammar and Style 1

MCOM 2003 Media Writing 3

MCOM 2053 Introduction to Visual Communication 3

**Year 2 Fall Semester Sem. Hrs.**

CMP 2313 Multimedia Production 3

**Year 2 Spring Semester Sem. Hrs.**

CMP 3573 Sports Production 3

**Year 3 Fall Semester Sem. Hrs.**

CMP 3363 Communication Research Methods 3

Professional Seminar 1

College of Media and Communication Elective 3

**Year 3 Spring Semester Sem. Hrs.**

CMP 4563 Sports Programming 3

College of Media and Communication Elective 3

**Year 4 Fall Semester Sem. Hrs.**

CMP 4363 Multimedia Storytelling 3

CMP 4573 Sportscasting 3

College of Media and Communication Elective 3

**Year 4 Spring Semester Sem. Hrs.**

MCOM 4073 Law and Ethics 3

JOUR 4123 Media Entrepreneurship 3

College of Media and Communication Elective 3

**Total Hours 47**

**Journalism Degree Graphic Communications Emphasis (Current)**

**Year 1 Fall Semester Sem. Hrs.**

JOUR 1003 Mass Comm & Modern Society\* 3

**Year 1 Spring Semester Sem. Hrs.**

MCOM 1001 Media Grammar and Style 1

JOUR 2003 News Writing 3

**Year 2 Fall Semester Sem. Hrs.**

GCOM 2673 Digital Prepress 3

**Year 2 Spring Semester Sem. Hrs.**

JOUR 3043 Photography 3

**Year 3 Fall Semester Sem. Hrs.**

GCOM 3603 Graphic Production Systems 3

JOUR 3073 News Design 3

JOUR 3053 Introduction to Internet Communications 3

**Year 3 Spring Semester Sem. Hrs.**

JOUR 3053 Intro to Visual Comm 3

JOUR 3673 Desktop Publishing and Publication Design 3

**Year 4 Fall Semester Sem. Hrs.**

GCOM 4643 Graphic Communications Management 3

RTV 4363 Multimedia Storytelling 3

**Year 4 Spring Semester Sem. Hrs.**

MCOM 4073 Law and Ethics 3

Communications Elective 3

**Total Hours 40**

**Creative Media Production Degree Graphic Communication Emphasis (Proposed)**

**Year 1 Fall Semester Sem. Hrs.**

MCOM 1003 Mass Comm & Modern Society 3

**Year 1 Spring Semester Sem. Hrs.**

MCOM 1001 Media Grammar and Style 1

MCOM 2003 Media Writing 3

MCOM 2053 Introduction to Visual Communication 3

**Year 2 Fall Semester Sem. Hrs.**

CMP 2313 Multimedia Production 3

GCOM 1813 Introduction to Digital Publishing 3

**Year 2 Spring Semester Sem. Hrs.**

GCOM 2673 Digital Prepress 3

**Year 3 Fall Semester Sem. Hrs.**

CMP 3363 Communication Research Methods 3

Professional Seminar 1

GCOM 3603 Graphic Production Systems 3

**Year 3 Spring Semester Sem. Hrs.**

GCOM 3673 Desktop Publishing and Publication Design 3

College of Media and Communication Elective 3

**Year 4 Fall Semester Sem. Hrs.**

CMP 4363 Multimedia Storytelling 3

GCOM 4643 Graphic Communications Management 3

College of Media and Communication Elective 3

**Year 4 Spring Semester Sem. Hrs.**

MCOM 4073 Law and Ethics 3

JOUR 4123 Media Entrepreneurship 3

**Total Hours 47**

New and revised courses

CMP 2313 Multimedia Production. This course provides instruction on the tools and techniques for producing content across multiple platforms, including audio, video, print and digital.

CMP 3573 Sports Production. Theory and application of sports production for radio and television.

CMP 4563 Sports Programming. Theory and application of sports programming for radio and television.

MCOM 2053 Introduction to Visual Communication. The study of the principles, theories, and language of visual communication to help students analyze, interpret and apply visual content to communicate more effectively.

MCOM 3001 Professional Seminar. This course is designed to give students an overview of professional careers, etiquette, and best practices in a broad range of communication and media based contexts.

JOUR 4123 Media Entrepreneurship**.** A study of the basics of entrepreneurship and evolving business models for media, blending instruction in general entrepreneurship concepts with how the Internet and digital technologies are transforming media economics using recent news and communication startups as case studies.

1. Provide program budget. Indicate amount of funds available for reallocation.

Attached

1. Provide current and proposed organizational chart.

Attached

1. Institutional curriculum committee review/approval date:
2. Are the existing degrees offered off-campus or via distance delivery?

No

1. Will the proposed degree be offered on-campus, off-campus, or via distance delivery?

On Campus

1. Identify mode of distance delivery or the off-campus location for the proposed program.

NA

1. Provide documentation that proposed program has received full approval by licensure/certification entity, if required. (A program offered for teacher/education administrator licensure must be reviewed/approved by the Arkansas Department of Education prior to consideration by the Coordinating Board; therefore, the Education Protocol Form also must be submitted to ADHE along with the Letter of Notification).

No certification required.

1. Provide copy of e-mail notification to other institutions in the area of the proposed program and their responses; include your reply to the institutional responses.
2. List institutions offering similar program and identify the institutions used as a model to develop the proposed program.

The Sports Production emphasis was developed using the program at Texas Christian University, where one of our alumni, Chuck LaMendola created the program. The Graphic Communication emphasis is fairly unique to ASU, as most universities aren’t blessed with having a printing operation to use for curriculum. The following universities have media production programs similar to what is proposed here.

* Butler University
* University of North Alabama
* Florida State University
* Howard University
* Southeastern Missouri State University
* Syracuse University (Sports Media)
* University of Oklahoma
* Oklahoma State University (Sports Media)

1. Provide scheduled program review date (within 10 years of program implementation).

Re-accreditation of program will occur during 2014-1015 academic year.

1. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification

Date: Chief Academic Officer: Date: