Code # COM 53(Rev)

**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.* |

|  |  |
| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 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.)

CMP 4483

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).

Broadcast Graphics

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.

Lab and Lecture

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

Standard

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.

Development and production of graphics for video, television, and internet based mediums.

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?

NO

b. Why?

This course can be taught as a stand-alone course dealing with media graphic design

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

Fall

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

Osa’ Amienyi, ex: 2468

11. Proposed Starting Term/Year

Spring 2014

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

If yes, what program?

Enter text...

13. Does this course replace a course being deleted? NO

If yes, what course?

Enter text...

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.

Enter text...

15. Justification should include:

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

This course will empower students with the knowledge and skills to produce professional level graphics across a wide array of media based platforms including video, television, and internet based mediums. This course will focus on both software and hardware graphics programs and equipoment

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 overall mission of our department is to train students to be active and contributing members of the media industry. We specifically train them to work in broadcasting and other communication fields. One of the mandates of ACEJMC is that students be able to apply the tools and technologies needed to produce news and disseminate it.

c. Student population served.

This course will serve the department of media majors as well as other students across campus who are interested in creating media graphics for broadcast and internet mediums.

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

This course is taught at the senior level because of the complexity of material taught within the course. Specifically the software used to create media graphic content is extremely complex and requires a high level of critical thinking skills to operate.,

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.)

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| --- | --- |
| **Week 1** | **Lecture**: Introduction to class and Studio DM. Discussion of syllabus, schedule, requirements, and equipment availability/checkout. Class software is Apple's Motion. Adobe After Effects is similar and will be discussed if time permits.  **Assignment**: Get the book and start reading chapter 1 and 2. |
| **Week 2** | **Lecture**: TV commercial viewing and analysis. File types and stage size & setup. Using iMovie and Final Cut Pro to capture and edit video. Transferring files to and from Motion. Chapter one: Tour of Motion's user interface.  **Assignment**: Read Chapters 1, 2, 3. |
| **Week 3** | **Lecture**: Basic compositing. Generators, layers, blend modes, Masks, and objects. The Inspector.  **Assignment**: Continue work on lessons. Review project subjects. |
| **Week 4** | **Lecture**: Introduction to templates. Modifying a templates content: text, movies, drop zones, and pictures. **Assignment**: Start reading lessons 4 & 5. |
| **Week 5** | **Lecture**: Making your own templates. Introduction to particles and behaviors.**Assignment**: Read chapters 4 and 5. |
| **Week 6** | **Lecture**: Motion & Final Cut Pro**.** Sharing and exporting Motion projects and rendered files.  **Assignment**: Read Chapters 6 and 7. |
| **Week 7** | **Lecture**: Animation: Applying behaviors to Motion, parameters, and light. Using Keyframes for complex movement.  **Assignment**: Finish lesson 6 & 7. Read Chapters 8, 9 & start 10 |
| **Week 8** | **Lecture**: Motion Graphic Design. Creating animation content with generators, shapes, and paint strokes.   **Assignment**: Read lessons 10 and 11. |
| **Week 9** | **Lecture**: Particle Emitters and replicators. |
| **Week 10** | **Lecture**: Keyframing, using the editor, Masks.**Assignment:** Read chapter 13. |
| **Week 11** | **Lecture**: Text Desitracking, kerning, leading, serif/sans serif fonts, and alignment issues. Text Effects.  **Assignment:** Study chapter 14. |
| **Week 12** | **Lecture**: Final Project discussion. Guest Presentation. |
| **Week 13** | **Lecture:** Compositing basics |
| **Week 14** | **Lab:** Work on final project. |
| **Week 15** | Final Project Presentations |
|  |  |

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

Graphics production project

Graphics analysis report

Term graphics project

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

Exhibits and site visits are possible for this course

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

There are no additional funds or faculty needed to offer this course

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

Students will produce media graphics that will meet professional standards and are acceptable for use in broadcast and web based mediums.

21. Reading and writing requirements:

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

*Creative Motion Graphic Titling for Film, Video, and the Web,* Yael Braha and Bill Byrne. Focal Press 2010. ISBN: 9780240814193

b. Number of pages of reading required per week: 20-30

c. Number of pages of writing required over the course of the semester: 20-30

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 critically evaluate media based graphic products

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

Lecture, course readings

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

Students will write a3-6 page critical evaluationr of a specific media based graphic product. This paper will be graded with a rubric.

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

**Outcome #2:**

Students will produce graphics content for television

Learning Activity:

Lecture, course readings

Assessment Tool:

Students will complete a broadcast graphics project designed for television which will be graded with a rubric

**Outcome #3**:

Enter text...

Learning Activity:

Enter text...

Assessment Tool:

Enter text...

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...