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| For Academic Affairs and Research Use Only |
| Proposal Number | LAC68 |
| CIP Code:  |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

|  |
| --- |
| **[ ]New Course, [ ]Experimental Course (1-time offering), or [X]Modified Course (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

|  |  |
| --- | --- |
| Ron Sitton 8/14/2021**Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**COPE Chair (if applicable)** |
| Brad Rawlins 8/15/2021**Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Head of Unit (if applicable)**   |
| Warren Johnson 9/22/2021**College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Undergraduate Curriculum Council Chair** |
|  **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Graduate Curriculum Committee Chair** |
| Carl M. Cates 9/24/2021**College Dean** | Alan Utter 10/11/2021**Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**General Education Committee Chair (if applicable)**   |  |

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

Mary Jackson Pitts, Ph.D., School of Media and Journalim, mpitts@astate.edu 870-972-3361

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Bulletin Year 2022-2023

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

|  |  |  |
| --- | --- | --- |
|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)** *(Indicate “N/A” if no modification)* |
| **Prefix** | **GCOM**  | **N/A** |
| **Number\*** | **3603** | **N/A** |
| **Title** | **Graphic Production System** | **Digital Publishing III** |
| **Description\*\*** | **Exploration of the Press and Post Press processes of graphic reproduction and publishing. Critical aspects unique to each process will be studied including copy preparation, image carriers, image transfer systems, substrates, inks/toners and post press operations. Each process will be studied through classroom experiences, industrial visitations and/or laboratory experiences.**  | **Exploration of the Press and Post Press processes of graphic reproduction and publishing. Critical aspects unique to each process will be studied including copy preparation, image carriers, image transfer systems, substrates, inks/toners and post press operations.**  |

 ***\**** (Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

\*\*Forty words or fewer as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? YES]**

(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?

**CHANGE PREREQUISITE**  from GCOM 1813 to GCOM 2673

* 1. Why or why not?

Students need experience working with digital publishing software used in prerequisite course. Previously, the sequence in which students took the digital publishing courses was managed through advising (for majors in Creative Media Production/Graphic Communication).

1. NO Is this course restricted to a specific major?
	1. If yes, which major? Enter text...
2. **Proposed course frequency [Modification requested? NO]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

Enter text...

1. **Proposed course type [Modification requested? NO]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

Enter text...

1. **Proposed grade type [Modification requested? NO]**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Enter text...

1. NO Is this course dual-listed (undergraduate/graduate)?
2. NO Is this course cross-listed? No

*(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.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

 Enter text...

 **b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

 Enter text...

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

a. If yes, what program?

 Enter text...

1. NO Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

**Course Details**

1. **Proposed outline** **[Modification requested? NO]**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Enter text...

1. **Proposed special features** **[Modification requested? NO]**

(e.g. labs, exhibits, site visitations, etc.)

Enter text...

1. **Department staffing and classroom/lab resources**

No change

1. Will this require additional faculty, supplies, etc.?

 No

1. NO Does this course require course fees?

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

 Modifying the name of the course will align the course with the other emphasis courses in the Creative Media Production Degree, where for instance in our Corporate Media Production emphasis we have courses Video Production I, Video Production II and Video Production III, Writing for Creative Media I, Writing Creative Media II, Audio Production I, Audio Production II, Experiential Media I, Experiential Media II. External program review evaluators recommended in January 2021.

As they are currently being taught, the three digital publishing courses already form a sequence. The prerequisite is being added to insure that all students have the necessary preparation to be successful.

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

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

 Enter text...

b. How does the course fit with the mission of the department? If course is mandated by an accrediting or certifying agency, include the directive.

 Enter text...

c. Student population served.

Enter text...

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

Enter text...

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. NO Do the proposed modifications result in a change to the assessment plan?

 *If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. 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?

Enter text...

1. Considering the indicated program-level learning outcome/s (from question #19), 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.*

|  |  |
| --- | --- |
| **Program-Level Outcome 1 (from question #19)** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Assessment Measure | Please include direct and indirect assessment measure for outcome.  |
| Assessment Timetable | What semesters, and how often, is the outcome assessed? |
| Who is responsible for assessing and reporting on the results? | Who (person, position title, or internal committee) is responsible for assessing, evaluating, and analyzing results, and developing action plans? |

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

 **Course-Level Outcomes**

1. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| --- | --- |
| **Outcome 1** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Which learning activities are responsible for this outcome? | List learning activities. |
| Assessment Measure  | What will be your assessment measure for this outcome?  |

*(Repeat if needed for additional outcomes)*

**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. Please include a before (with changed areas highlighted) and after of all affected sections.** **\*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.**  |

**Undergraduate Bulletin 2021-2022**

**CURRENT**

**Page 287**

**Major in Creative Media Production**

**Bachelor of Science Emphasis in Graphic Communication**

A complete 8-semester degree plan is available [at https://www.astate.edu/info/academics/degrees/](http://www.astate.edu/info/academics/degrees/)

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 47) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| MDIA 1103, Making Connections in Media and Journalism | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)**Students with this major must take the following:***MDIA 1003, Mass Communications in Modern Society**COMS 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 (Graphic Communication):** | **Sem. Hrs.** |
| GCOM 2673, Digital Prepress Workflow | 3 |
| MDIA 2043, Basic Digital Photography | 3 |
| MDIA 3373, Introduction to Internet Communications | 3 |
| GCOM 3603, ~~Graphic Production Systems~~ Digital Publishing III | 3 |
| GCOM 3673, Desktop Publishing and Publication Design | 3 |
| GCOM 4643, Graphic Communications Management Seminar | 3 |
| MDIA 4603, Internship | 3 |
| **Sub-total** | **21** |
| **Electives:** | **Sem. Hrs.** |
| Upper-level MDIA electives | 6 |
| Electives | 26 |
| **Sub-total** | **32** |
| **Total Required Hours:** | **120** |

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Graphic Communications (GCOM)

 **GCOM 3603. ~~Graphic Production Systems~~** Digital Publishing IIIExploration of the Press and Post Press processes of graphic reproduction and publishing. Critical aspects unique to each process will be studied including copy preparation, image carriers, image transfer systems, substrates, inks/toners and post press operations. Each process will be studied through classroom experiences, industrial visitations and/or laboratory experiences. Prerequisite, GCOM ~~1813~~ 2673. Fall.

 **GCOM 3673. Desktop Publishing and Publication Design** Electronic publishing and publication design using desktop publishing software programs. Fall, Spring, Summer. Course Fee $25.00

 **GCOM 4643. Graphic Communications Management Seminar** Management issues specific to the graphic communications industry including quality assurance, sales and customer rela- tions, marketing , scheduling production, laws, ethics, and government interface. Lecture based on course with industry visitations. Prerequisites, GCOM 3603. Fall.

**PROPOSED**

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| MDIA 3323, Media Analytics and Data Visualization | 3 |
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