**REQUEST TO COLLEGE CURRICULUM COMMITTEE FOR CURRICULAR IMPROVEMENTS**

**DEPARTMENT:** COM  
**PROPOSED EFFECTIVE SEMESTER:** Fall 2019  
**COLLEGE:** Arts and Sciences  

### PROPOSED IMPROVEMENTS

<table>
<thead>
<tr>
<th>Academic Program</th>
<th>Substantive Course Changes</th>
<th>Misc. Course Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>- New degree*</td>
<td>- New course</td>
<td>- Title</td>
</tr>
<tr>
<td>- New major*</td>
<td>- Pre or Co-requisites</td>
<td>- Description (attach current &amp; proposed)</td>
</tr>
<tr>
<td>- New curriculum*</td>
<td>- Deletion (required by others)</td>
<td>- Deletion (not required by others)</td>
</tr>
<tr>
<td>- New concentration*</td>
<td>- Course #, different level</td>
<td>- Course #, same level</td>
</tr>
<tr>
<td>- New certificate</td>
<td>- Credit hours</td>
<td>- Variable credit</td>
</tr>
<tr>
<td>- New minor</td>
<td>- Enrollment restriction</td>
<td>- Credit/no credit</td>
</tr>
<tr>
<td><strong>X Revised major</strong></td>
<td>- Course-level restriction</td>
<td>- Cross-listing</td>
</tr>
<tr>
<td>- Admission requirements</td>
<td>- Prefix □ Title and description</td>
<td>- COGE reapproval</td>
</tr>
<tr>
<td>- Graduation requirements</td>
<td></td>
<td>- Other (explain**)</td>
</tr>
<tr>
<td>- Deletion □ Transfer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Other (explain**')</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**** Other:  

- Title of degree, curriculum, major, minor, concentration, or certificate: Film, Video, and Media Studies Major

**Existing course prefix and #:**  
**Proposed course prefix and #:**  
**Credit hours:**

**Existing course title:**

**Proposed course title:**

**Existing course prerequisite & co-requisite(s):**

**Proposed course prerequisite(s):**

- If there are multiple prerequisites, connect with "and" or "or". To remove prerequisites, enter "none."

**Proposed course co-requisite(s):**

- If there are multiple corequisites, they are always joined by "and."

**Proposed course prerequisite(s) that can also be taken concurrently:**

**Is there a minimum grade for the prerequisites or corequisites?**

The default grades are D for undergraduates and C for graduates.

**Major/minor or classification restrictions:**

- List the Banner 4 character codes and whether they should be included or excluded.

**For 5000 level prerequisites & corequisites: Do these apply to: (circle one) undergraduates graduates both**

**Specifications for University Schedule of Classes:**

- a. Course title (maximum of 30 spaces):
- b. Multi-topic course: □ No □ Yes
- c. Repeatable for credit: □ No □ Yes
- d. Mandatory credit/no credit: □ No □ Yes
- e. Type of class and contact hours per week (check type and indicate hours as appropriate)
  1. □ Lecture  3. □ Lecture/lab/discussion  5. □ Independent study
  2. □ Lab or discussion  4. □ Seminar or □ studio  6. □ Supervision or practicum

**CIP Code (Registrar's use only):**

---

**Chair/Director**

---

**Date**  
5-4-18

**Chair, College Curriculum Committee**

---

**Date**

**Dean**

---

**Date**  
**Graduate Dean:**

---

**Date**

**Curriculum Manager:** Return to dean □ Date  
**Forward to:**

---

**Date**

**Chair, COGE/ PEB / FS President**

---

**Date**

**FOR PROPOSALS REQUIRING GSC/USC REVIEW:**

- □ Approve □ Disapprove

**Chair, GSC/USC**

---

**Date**

**Chair, GSC/USC**

---

**Date**

*** □ Approve □ Disapprove**

**Provost**

---

**Date**

---

**Revised May 2007. All previous forms are obsolete and should not be used.**  
**CAS17-332COM**
1. Explain briefly and clearly the proposed improvement.

We propose to revise and streamline the existing Film, Video, and Media Studies major by removing the pre-major requirement and replacing it with a sequence of foundation, core, and concentration requirements, utilizing a clear series of prerequisites. This will include revising 3 existing courses, making minor changes to course descriptions on 3 other existing courses, and adjusting the prerequisites on a total of 4 existing courses.

2. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.)

This revision will ensure a predictable and deliverable sequence to stabilize and strengthen our dual emphasis on critical thinking and hands-on production, providing an equal distribution of theory and practice. Clear prerequisites will make it easier for students to understand and navigate the major, permitting motivated students to declare the major and begin the path to upper division without delay. By removing the pre-major requirement, students will be able to reach our most popular hands-on production courses sooner, avoiding the current bottleneck of seniors doubling up on production courses in their final semesters.

3. Effect on other colleges, departments or programs. If consultation with others is required, attach evidence of consultation and support. If objections have been raised, document the resolution. Demonstrate that the program you propose is not a duplication of an existing one.

The revisions apply to existing courses within an existing program. We do not expect any effect on other colleges, departments or programs.

4. Effect on your department's programs. Show how the proposed change fits with other departmental offerings.

The revision will utilize courses already in the existing program to make it easier to provide a predictable, deliverable, sequence of courses for students. No new courses are being added. There is no anticipated effect on other existing departmental offerings.

5. Effects on enrolled students: Are program conflicts avoided? Will your proposal make it easier or harder for students to meet graduation requirements? Can students complete the program in a reasonable time? Show that you have considered scheduling needs and demands on students' time. If a required course will be offered during summer only, provide a rationale.

The revision is designed to make it easier for students to understand and navigate what is required to move through the major. Students currently complete the major in a reasonable time. No new courses are being added. We are revising 3 existing courses, making minor changes to course descriptions on 3 other existing courses, and adjusting the prerequisites on a total of 4 existing courses, therefore program conflicts are not expected. Removal of the pre-major allows students to declare the major and begin some required courses sooner. Although some COM courses are occasionally taught during summer, there is no plan to offer any of the courses during summer exclusively.

6. Student or external market demand. What is your anticipated student audience? What evidence of student or market demand or need exists? What is the estimated enrollment? What other factors make your proposal beneficial to students?

This is an existing program with a current enrollment of 158 students (SPR18). We expect that these changes will maintain or increase enrollment in the major.

7. Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. If proposing a new program, include a letter and/or email of support from the university library affirming that the library resource issues have been reviewed. Tell how you will staff additions to the program. If more advising will be needed, how will you provide for it? How often will course(s) be offered? What will be the initial one-time costs and the ongoing base-funding costs for the proposed program? (Attach additional pages, as necessary.)

No change in effect on resources from existing program. One time impact on resources to update all written worksheets and electronic files in DegreeWorks.

8. General education criteria. For a general education course, indicate how this course will meet the criteria for the area or proficiency. (See the General Education Policy for descriptions of each area and proficiency and the criteria. Attach
additional pages as necessary. Attach a syllabus if (a) proposing a new course, (b) requesting certification for baccalaureate-level writing, or (c) requesting reapproval of an existing course.)

Not applicable.

9. List the learning outcomes for the proposed course or the revised or proposed major, minor, or concentration. These are the outcomes that the department will use for future assessments of the course or program.

Learning Outcome 1: Students will demonstrate competence in Communication.
1) Students will learn and practice communication competencies related to interaction, message production, and meaning construction.
2) Students will recognize diversity in culture, ethnicity, perspectives, values, and ideas.
3) Students will employ these communication skills in varied communication contexts.

Learning Outcome 2: Students will engage in critical thinking about Communication.
1) Students will be able to analyze, synthesize and evaluate communication history, theories and processes.
2) Students will be able to solve problems in varied communication contexts.

10. Describe how this curriculum change is a response to assessment outcomes that are part of a departmental or college assessment plan or informal assessment activities.

This revision is a response to informal assessment activities, including consultation with the School of Communication External Advisory Board. By removing the pre-major and adding the foundation, core, and concentration sequence of prerequisites we expect to improve the quality of both written and visual student work, thus improving visual portfolios students need to obtain jobs in this field. Students will be able to declare the major earlier and take hands-on production classes sooner in their college career, instead of being forced to double up on production courses in the senior year. Although the new sequence does not guarantee student work will be improved, it does allow students to begin production courses before junior year, spreading out the potential time for students to become proficient in their technical skills.

11. (Undergraduate proposals only) Describe, in detail, how this curriculum change affects transfer articulation for Michigan community colleges. For course changes, include detail on necessary changes to transfer articulation from Michigan community college courses. For new majors or minors, describe transfer guidelines to be developed with Michigan community colleges. For revisions to majors or minors, describe necessary revisions to Michigan community college guidelines. Department chairs should seek assistance from college advising directors or from the admissions office in completing this section.

The existing Film, Video, and Media Studies program currently has established transfer guidelines for Michigan community colleges. The majority of this revision should make transfer easier, as the sequence and prerequisites will be more obvious. The proposed name change and catalogue description of the existing course, COM 2550 (which will become a prerequisite for COM 3550 and COM 3560), may cause a slight change to the existing transfer guidelines, which will be addressed through consultation with the undergraduate advisor. Any new transfer guidelines subsequently established will also be updated with the Admissions Office.

12. Please offer both “Current Catalog Language” and “Proposed Catalog Language” if there is to be a change in the catalog description for a given course and/or program. For the “current” language, please copy and paste relevant language from the most current catalog and for the “proposed” language, please share the exact proposed new catalog language. As possible, bold or otherwise note the key changes in the new proposed catalog language.
Current Catalog Language:

Film, Video, and Media Studies Major (36 hours)

Pre-Communication Requirements (9 hours)

- COM 1000 - Communication and Community Engagement Credits: 3 hours
- COM 2400 - Introduction to Media and Telecommunications Credits: 3 hours
- COM 2410 - Film Communication Credits: 3 hours

Film, Video, and Media Studies Core Requirements (12 hours)

Select two courses from area A and two courses from area B. One course from Area A must meet baccalaureate-level writing requirement.

Area A:

- COM 2560 - Digital Media: Planning and Operations Credits: 3 hours
- COM 3050 - Special Topics in Communication Credits: 3 hours (Students may take up to six (6) hours of COM 3050 provided topics are different.)
- COM 3070 - Freedom of Expression Credits: 3 hours
- COM 3410 - Film Modes and Genres Credits: 3 hours (This course satisfies General Education Proficiency 2: Baccalaureate-Level Writing requirement.)
- COM 3420 - The International Film Industry Credits: 3 hours (This course satisfies General Education Proficiency 2: Baccalaureate-Level Writing requirement.)
- COM 3430 - American Film History Credits: 3 hours (This course satisfies General Education Proficiency 2: Baccalaureate-Level Writing requirement.)
- COM 3440 - History of Animation Credits: 3 hours
- COM 3580 - TV and Film Scripting Credits: 3 hours (This course satisfies General Education Proficiency 2: Baccalaureate-Level Writing requirement.)
- COM 3590 - Digital News Production Credits: 3 hours
- COM 4410 - Documentary in Film and Television Credits: 3 hours (This course satisfies General Education Proficiency 2: Baccalaureate-Level Writing requirement.)
- COM 4430 - Media and Social Change Credits: 3 hours
- COM 4440 - Mass Communication, News, and Public Affairs Credits: 3 hours
- COM 4450 - Media Criticism Credits: 3 hours (This course satisfies General Education Proficiency 2: Baccalaureate-Level Writing requirement.)
- COM 4480 - Media Management and Telecommunications Credits: 3 hours (This course satisfies General Education Proficiency 2: Baccalaureate-Level Writing requirement.)

Area B:

- COM 2550 - Introduction to Digital Filmmaking Credits: 3 hours
- COM 2570 - Introduction to Audio Production Credits: 3 hours
- COM 3550 - Digital Video Production: Nonfiction Credits: 3 hours
- COM 3560 - Digital Video Production: Fiction Credits: 3 hours
- COM 3570 - Introduction to TV Studio Production Credits: 3 hours
- COM 4570 - Advanced Video Production Credits: 3 hours
- COM 5550 - Multimedia Production Credits: 3 hours

Film, Video, and Media Studies Electives (9 hours)
Three courses from the following list are required. Courses listed under Area A and/or Area B above may also be taken as Film, Video, and Media Studies electives, but not double-counted as core requirements and electives.

- COM 3540 - Web Design and Digital Communication Credits: 3 hours
- COM 3980 - Independent Study Communication Credits: 1 - 6 hours (Requires approval by an advisor of specific topic - no more than 6 total hours in any combination of 3980/4990.)
- COM 4770 - Communication Ethics Credits: 3 hours
- COM 4990 - Internship Credits: 1 to 6 hours (Requires approval by an advisor of specific topic - no more than 6 total hours in any combination of 3980/4990.)
- ANTH 3010 - Anthropology through Film Credits: 3 hours
- ARAB 2750 - Life and Culture of the Arabs Credits: 3 hours
- ENGL 2100 - Film Interpretation Credits: 4 hours
- ENGL 3680 - Playwriting Credits: 3 hours
- ENGL 4100 - Special Topics in Literature Credits: 4 hours (in Film Studies)
- FREN 5100 - Topics in French and Francophone Studies Credits: 3 hours
- GER 5600 - Studies in German Literature Credits: 3 hours
- GPS 1500 - Introduction to Graphic and Printing Science Credits: 4 hours
- GPS 1570 - Imaging Systems Credits: 3 hours
- GPS 2510 - Multimedia Publication and Design Credits: 3 hours
- HIST 3150 - Popular Art and Architecture in America Credits: 3 hours
- PSCI 3110 - American Politics and the Media Credits: 3 hours
- SPAN 4100 - Studies in Hispanic Culture Credits: 3 hours
- SPAN 5600 - Studies in Spanish Literatures Credits: 3 hours

Communication Electives (6 hours)

Six (6) hours of electives in Communication, three (3) of which will be selected from upper-level (3000 or higher) courses in the School of Communication, and three (3) from any level.

Additional Program Information

- All course prerequisites must be met to enroll in upper-level courses. A course and its prerequisite cannot be taken at the same time.
- Grade requirement: A minimum grade of "C" is required in all courses to be applied toward the major. The School prohibits students from taking a class more than twice for credit.
- Baccalaureate-level writing requirement must be met by taking COM 3410, COM 3420, COM 3430, COM 3580, COM 4410, COM 4450, or COM 4480.
- Students may take up to six (6) hours of COM 3050/COM 4800 provided the topics are different.
- Up to six (6) hours of COM 3890/4990 may be used as electives in major.
- Courses outside the school may be used with written prior approval of the School of Communication faculty advisor.
Proposed Catalog Language: [changes indicated in bold, and italic]

**FILM, VIDEO, & MEDIA STUDIES MAJOR (36 HOURS)**

**Film, Video, and Media Studies Foundations (9 hours)**
- COM 1000 - Communication & Community Engagement Credits: 3 hours
- COM 2400 - Introduction to Media & Telecommunication Credits: 3 hours
- COM 2410 - Film Communication Credits: 3 hours

**Film, Video, and Media Studies Core Requirements (9 hours)**
- COM 2550 - Introduction to Digital Video Production Credits: 3 hours
- COM 2560 - Digital Media Planning & Operations Credits: 3 hours
- COM 3400 - Global Media Literacy; OR COM 3070 - Freedom of Expression; OR COM 4430 - Media and Social Change Credits: 3 hours

**Film, Video, and Media Studies Concentration (12 hours)**
Select two (2) courses from each area below. Baccalaureate-level writing requirement must be met by taking one of the courses marked with an asterisk (*).

**Studies:**
- **COM 3410 - Film Modes & Genres Credits: 3 hours**
- **COM 3430 - Film History Credits: 3 hours**
- **COM 4410 - Documentary in Film & Television Credits: 3 hours**
- **COM 4450 - Media Criticism Credits: 3 hours**
- **COM 4480 - Media Management & Telecommunications Credits: 3 hours**
- **COM 4490 - Communication Technology & Innovation Credits: 3 hours**
- **COM 4770 - Communication Ethics Credits: 3 hours**

**Practice:**
- **COM 2570 - Introduction to Audio Production Credits: 3 hours**
- **COM 3540 - Web Design & Digital Communication Credits: 3 hours**
- **COM 3550 - Digital Video Production: Nonfiction Credits: 3 hours**
- **COM 3560 - Digital Video Production: Fiction Credits: 3 hours**
- **COM 3570 - Introduction to TV Studio Production Credits: 3 hours**
- **COM 3580 - Scriptwriting Credits: 3 hours**
- **COM 4570 - Advanced Digital Video Production Credits: 3 hours**

**Communication/Journalism Electives (6 hours)**
A minimum of six (6) hours of electives in Communication and/or Journalism, three (3) of which will be selected from upper-level (3000 or higher) courses in the School of Communication, and three (3) from any level.

**Additional Program Information**

- All course prerequisites must be met to enroll in upper-level courses. A course and its prerequisite cannot be taken at the same time.
- Grade requirement: A minimum grade of "C" is required in all courses to be applied toward the major. The School prohibits students from taking a class more than twice for credit.
• Baccalaureate-level writing requirement must be met by taking one of the courses marked with an asterisk.

• Students may take up to six (6) hours of COM 3050 - Special Topics in Communication provided the topics are different.

• Up to six (6) hours of COM 3980 - Independent Study Communication/ COM 4990 - Internship may be used as electives in major.

• Courses outside the school may be used with written prior approval of the School of Communication undergraduate advisor.