COAS REQUEST TO COLLEGE CURRICULUM COMMITTEE FOR CURRICULAR IMPROVEMENTS

RECD 5/7/18 @12:00 PM  
COM 3560 - L-2018-COM-127

Department: COM

Initiator name: kelly wittenberg

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Proposed effective term: 201940

Does course need General Education approval?: N

Will course be used in teacher education?: N

If 5000 level course, prerequisites apply to: U

Proposed course data:
Change Course COM 3560
Specific Course Change type selected: Description
Specific Course Change type selected: Pre or Co-requisites

1. Existing course prefix and number:
   COM 3560

2. Existing course prerequisites:
   Prerequisites and Restrictions:
   (COM 1000 Minimum Grade of C OR
   COM 2000 Minimum Grade of C OR
   COM 200 Minimum Grade of C) AND
   (COM 2410 Minimum Grade of C OR
   COM 241 Minimum Grade of C OR
   COM 2560 Minimum Grade of C OR
   COM 256 Minimum Grade of C OR
   COM 2550 Minimum Grade of C)

3. Proposed course prerequisites:
   COM 2550

4. Existing course corequisites:
   No Corequisites exist for COM 3560 in term 201940.

5. Proposed course corequisites:
   None.

6. Proposed course prerequisites that may be taken concurrently (before or at the same time):
   None.

7. Minimum grade for prerequisites (default grades are D for Undergrad and C for Grad):


Minimum Grade of C

8. Do prerequisites and corequisites for 5000-level courses apply to undergraduates, graduates, or both?
Not Applicable

A. Please choose Yes or No to indicate if this class is a Teacher Education class:
No

B. Please choose the applicable class level:
Undergraduate

C. Please choose Yes or No to indicate if this class is a General Education class:
No

D. Explain briefly and clearly the proposed improvement.
1) We propose to change the prerequisites for this existing course to require students to complete one
basic introductory production course (COM 2550: Introduction to Digital Video Production) before taking
this course. 2) We propose to change the description of this existing course to eliminate introductory
wording which will be confusing once other proposed program changes occur.

E. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites,
justify those, too.).
Along with the changes of the existing major into a foundation, core, and concentration sequence, COM
3560: Digital Video Production: Fiction will need 'introductory' language removed to avoid confusion
once COM 2550: Introduction to Digital Video Production becomes the required introductory level video
course.

F. List the student 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.
Students learn hands-on how to use video cameras and non-linear editing software within a project-
based approach. Aesthetics, theory, and media literacy are incorporated through lecture and clip examples. Critical thinking is emphasized during critique of student projects. Students will be able to
demonstrate technical proficiency on digital video production equipment and non-linear editing software.

G. Describe how this curriculum change is a response to student learning 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.

H. 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 an existing course within an existing program. The course will remain restricted to
Film, Video, and Media Studies and Public Relation majors who complete the COM 2550 requirement.
We do not expect any effect on other colleges, departments or programs.
I. Effect on your department’s programs. Show how the proposed change fits with other departmental offerings.

The revisions to this existing course will make it easier to provide a predictable, deliverable, sequence of courses for students utilizing existing faculty and resources. There is no anticipated effect on other existing departmental offerings.

J. 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. There will be no adverse effects on students due to this revision.

K. 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 popular existing course is currently offered almost every semester and often reaches capacity at 18 students. The audience consists primarily of Film, Video, and Media Studies majors, but will remain open to Public Relations students outside of the major who have completed the COM 2550 prerequisite with a 'C' or better and choose it as an elective. We expect that these changes will maintain or increase enrollment in this course.

L. Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. 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.) This existing course is currently offered in rotation. There will be no additional effects on resources due to this revision. One time impact on resources to update written worksheets and electronic files in DegreeWorks.

M. 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.) This existing course meets no general education criteria.

N. (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.

We currently cooperate with the School of Communication undergraduate advisor to ensure that students who have completed an equivalent course at another institution receive appropriate transfer credit. This course is one of several offered in rotation that students may choose from to satisfy the required 6 credits from the Practice area of the Film, Video, and Media Studies Concentration. This course has not had any previous impact on transfer students, and we do not anticipate that revising the course will have any future effect on the ability of transferring students to complete the degree program.

O. Current catalog copy:
Digital Video Production: Fiction
Familiarizes students with the techniques of narrative fiction filmmaking in the HD format, including planning, scripting, shooting, and editing. Students will develop their own short projects, serve as crew on various team projects, and learn the basics of non-linear editing. Prerequisites (COM 1000 or COM 2000) and either (COM 2410 or COM 2560); with a grade of 'C' or better in all prerequisites. 3 hours. Restricted to the following majors: Public Relations and Film, Video, and Media Studies.

P. Proposed catalog copy:
Digital Video Production: Fiction
This course familiarizes students with the techniques of narrative fiction filmmaking in the HD format, utilizing pre-production, production and post-production professional practices. Students will develop their own short projects, serve as crew on various team projects, and demonstrate technical proficiency using non-linear editing software. Prerequisite: COM 2550 with a grade of 'C' or better. 3 hours. Restricted to the following majors: Public Relations and Film, Video, and Media Studies.

Department Curriculum Chair approver: Leigh Ford

Department Curriculum Chair comment:

Date: 07-MAY-2018

Department approver: Leigh Ford

Chair comment:

Date: 07-MAY-2018