Department: COM

Initiator name: Leigh Ford

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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 3580
Specific Course Change type selected: Title Specific Course Change type selected: Description Specific Course Change type selected: Enrollment restriction

1. Existing course prefix and number:
COM 3580

2. Proposed course title:
Scriptwriting

3. Major and/or minor restrictions:
Include

4. List all the four-digit major and/or minor codes (from Banner) that are to be included or excluded:
This course is restricted to the following major(s):
Public Relations (PURJ)
Pre-Journalism (JNLP)
Journalism (JNLJ)
Film, Video, & Media Studies (FVMJ)
Pre-Communication Studies (CMUP)
Communication Studies (CMUJ)
Pre-Public Relations (PURP)
Pre-Film, Video, & Media Stds (FVMP)

5. Existing Banner course title:
Tv/Film Scripting

6. Proposed course title to be entered in Banner:
Scriptwriting

A. Please choose Yes or No to indicate if this class is a Teacher Education class:
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.
We propose to change the title of this existing course from TV and Film Scripting to Scriptwriting, and adjust the catalog language to reflect course content, and change restrictions.

E. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.).
The title and description change of this existing course will more accurately describe course content and activities. Course restrictions need to be updated

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.
This course satisfies General Education Proficiency 2: Baccalaureate-Level Writing. This course is designed to supply students with the tools to expand and enrich their understanding of all aspects of filmmaking and screenwriting in particular. Through a structured process of writing and revision, students will complete an original eight to twelve page short script suitable for use as a production project and/or entry into screenplay competitions. Students will demonstrate the following: 1) a thorough understanding of context, audience and purpose that is responsive to the assigned tasks; 2) an ability to use appropriate and relevant content to develop and explore ideas relating to world literary and/or cinematic works; 3) successful execution of important conventions, including organization, content, presentation, formatting, and stylistic choices; 4) skillful use of credible and relevant sources to support ideas that are situated in world literature and cinematic disciplines and genres; and 5) an ability to command effective language that clearly conveys meaning to readers.

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 to expand student ability to recognize and control media messages through analysis of current motion picture, commercial and television scripts.

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. 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. 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.
This existing course will continue to be offered every other year. 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 in rotation every other year and regularly reaches capacity at the Baccalaureate-Level Writing cap of 25 students. The audience consists primarily of Film, Video, and Media Studies majors, but remains open to students who are majoring in Journalism and Public Relations.

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 every other year utilizing existing faculty. 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 has already been approved to satisfy the General Education Proficiency 2: Baccalaureate-Level Writing requirement. The changes to the title and description do not affect the existing emphasis on writing intensive coursework. A representative syllabus has been attached for verification.

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:
COM 3580 - TV and Film Scripting

The styles and techniques of film and television scripting for broadcast formats, station continuity, commercials, dramatic scripts, small format video, and documentary.

Credits: 3 hours

Restrictions: Restricted to the following majors/minors: Film, Media and Media Studies; Pre-Film, Media and Media Studies; Journalism; Pre-Journalism; Public Relations; Pre-Public Relations
P. Proposed catalog copy:
COM 3580 - Scriptwriting

Through the practice of scriptwriting, students will learn how to represent in words not only story, but also sound design, editing, visual design, and other parameters of media making as applied to commercials, dramatic scripts, small format video, and documentary. Students will discover how core narrative concepts of character, structure, plot, theme and tone interact within existing and emerging media and explore how to utilize these concepts to express their personal vision, creativity, and voice.

Credits: 3 hours

Restrictions: Restricted to the following majors/minors: Film, Video and Media Studies; Pre-Film, Video and Media Studies; Journalism; Pre-Journalism; Public Relations; Pre-Public Relations

Notes: This course satisfies General Education Proficiency 2: Baccalaureate-Level Writing

Department Curriculum Chair approver: Leigh Ford

Department Curriculum Chair comment:

Date: 04-MAY-2018

Department approver: Leigh Ford

Chair comment:

Date: 04-MAY-2018