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 4570
Specific Course Change type selected: Title Specific Course Change type selected: Description

1. Existing course prefix and number:
   COM 4570

2. Proposed course title:
   Advanced Digital Video Production

3. Existing Banner course title:
   Advanced Video Production

4. Proposed course title to be entered in Banner:
   Advanced Digital Video Prod

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.
   We propose to change the description of this existing course to eliminate one redundant sentence and change the title of the course to add the word 'Digital.'

E. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.).
   The redundant sentence is not necessary due to listed prerequisites, and adding the word 'Digital' to the current title will keep course titles consistent in this sequence: COM 2550: Introduction to Digital Video
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.
In this course students will gain experience moving into collaborative projects with other university programs and community resources, to expand skills in pre-production, production and post-production professional practices.

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.
Not applicable.

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.
None.

I. Effect on your department’s programs. Show how the proposed change fits with other departmental offerings.
None.

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.
None. 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?
Not applicable.

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.) 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.
Not applicable.

O. Current catalog copy:
Advanced Video Production:
This is an advanced course that gives students the opportunity to apply concepts developed in several other media production classes. Students work in production teams and independently to conceptualize, design, and produce segments for collaborative long-form programs and/or single video projects. Students serve as crew for other members of the class as needed. The course includes specialized areas of focus within single-camera, digital media field production such as pre-production planning, lighting, audio, directing, post-production, and working with talent. COM 3550 or familiarity with Apple/MAC platform is highly recommended. Prerequisites: Two of the following: (COM 3550, COM 3560 or COM 3570); with a grade of 'C' or better in all prerequisites; or instructor approval. 3 hours. Restricted to the following majors: Public Relations and Film, Video, and Media Studies.

P. Proposed catalog copy:
Advanced Digital Video Production:
This is an advanced course that gives students the opportunity to apply concepts developed in several other media production classes. Students work in production teams and independently to conceptualize, design, and produce segments for collaborative long-form programs and/or single video projects. Students serve as crew for other members of the class as needed. The course includes specialized areas of focus within single-camera, digital media field production such as pre-production planning, lighting, audio, directing, post-production, and working with talent. Prerequisites: Two of the following: (COM 3550, COM 3560 or COM 3570); with a grade of 'C' or better in all prerequisites; or instructor approval. 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