

ACU Dallas Approval Chart for Curriculum Changes

A = Approve I = Information Item R = Advise & Respond

Course Number:

or Degree Plan(s): SEE ATTACHED MEMO

B.S. in Digital Media

Circle the number that corresponds to the requested change.

		Program	Dean	College Academic	Provost	President
	Change to a Course					
1.	Title (description unchanged)	A	A	I	I	I
2.	Description (not affecting content)	A	A	I	I	I
3.	Course term(s)	A	A	I	I	I
4.	Content (substantive change)	A	A	A	A	I
5.	Number of credit hours	A	A	A	A	I
6.	Course number within the hundred	A	A	I	I	I
7.	Course number beyond the hundred	A	A	A	A	I
8.	Prerequisites	A	A	A	A	I
9.	Course fee(s)	A	A	--	A	I
10.	From U to G or G to U	A	A	A	A	I
11.	Cross list with another program or department	A	A	A	A	I
12.	Program/department of record	A	A	A	A	I
13.	Open or close a course	A	A	A	A	I
14.	New course (application required)	A	A	A	A	I

		Program	Dean	College Academic	Provost	President	Board of Trustees
	Change to a Degree Plan						
1.	Major/Program — Revision	A	A	A	A	A	--
2.	Major/Program — Adopt or change admission requirements	A	A	A	A	A	--
3.	Major/Program — Add	A	A	A	A	A	--
4.	Major/Program — Offer existing university program on campus	--	A	A	A	A	--
5.	Major/Program — Discontinue (proposed by Program or College)	A	A	A	A	A	I
6.	Major/Program — Discontinue (proposed by Provost)	R	R	A	A	A	I
7.	GPA — Revise major/program or cumulative requirement	A	A	A	A	A	--
8.	Minor — Revise course selection	A	A	I	I	I	--
9.	Minor — Add	A	A	A	A	A	--
10.	Minor — Discontinue (proposed by Program or College)	A	A	A	A	A	--
11.	Minor — Discontinue (proposed by Provost)	R	R	A	A	A	--
12.	Degree — Add	A	A	A	A	A	I
13.	Degree — Discontinue (proposed by Program or College)	A	A	A	A	A	I
14.	Degree — Discontinue (proposed by Provost)	R	R	A	A	A	I

		Program	Dean	College Academic	UGEC	UUAC	Provost	Faculty	President
	Change to Undergraduate University Requirements								
15.	University Requirements — Change in approved course content	A	A	A	A	A	A	--	A
16.	University Requirements — Add or drop a required course from the University Requirements chart	A	A	A	A	A	A	A	A
17.	University Requirements — Add or drop a course from a menu within the University Requirements chart	A	--	--	A	A	A	--	A
18.	University Requirements — Change hours within a menu on the University Requirements chart	A	A	A	A	A	A	A	A
	Change to Catalog Information								
1.	General requirements for graduation including course requirements that are common to all majors for all degrees	--	--	A	--	A	A	A	A
2.	Admission requirements	--	--	A	--	A	A	A	A

Dr. Joe Feliciano

Program Director/Department Chair

Oct 15, 2020

Joe Feliciano, Jr., Acting Program Director

Date

Signature

Date

Dean(s)

Joe L. Cope

Oct 15, 2020

Joe L. Cope, Dean

Date

Signature

Date

College Academic Council

Joseph Halbert, Chair

Date

Chair's signature

Date

University General Education Council

Chair's signature

Date

Undergraduate Academic Council

Chair's signature

Date

Provost

Robert Rhodes, Provost

Date

Faculty

Faculty Senate Chair's signature

Date

President

Phil Schubert, President

Date

M E M O R A N D U M

To: CGPS Academic Council
From: Joe Feliciano, Jr., Acting Program Director
Joe L. Cope, Dean
Re: Shared Course Approvals with Cross-Listing
Digital Media
Date: October 15, 2020

Courses that were approved by ACU Abilene departments, colleges, and councils are identified for inclusion in ACU Dallas programs. ACU Dallas adopts these previously approved courses, along with their course descriptions and student learning outcomes, as new courses and cross-lists them with the original course.

The courses listed below have been identified for use in ACU Dallas programs and for approval for adoption and cross-listing.

ART 105

- Course Title: Two-Dimensional Design
- Credit Hours: 3
- Course Description: Fundamentals of visual organization on a two-dimensional plane. Study of value, color, shape, line, and their interrelationships.
- Course Outcomes
 - To learn and explore the basic principles of two dimensional design through the processes of looking at, thinking about, and manipulating the formal elements of design.
 - To encourage the student to adopt a creative approach to problem solving and to become self- critical in the editing of design.
 - To develop a vocabulary of terms specific to the visual arts.
- New cross-listed subject code and course number: **ARTO 105**

ART 221

- Course Title: Art History: General Survey I
- Credit Hours: 3
- Course Description: Art of the Western World from Prehistoric through Gothic. May be used to satisfy University Requirements.

- Course Outcomes
 - Acquire knowledge of the major developments in art and architecture from the Paleolithic period through the high Middle Ages
 - Learn how to apply the tools and techniques of scholarship through active research, the writing of analytical and critical essays, and/or the verbal presentation of research findings
 - Develop the ability to analyze and evaluate works of art/design using disciplinary vocabulary and to understand the interaction of these elements
 - Be able to place works of art/design in historical, cultural, and stylistic contexts
 - Be prepared to conduct in-depth and precise study of cultures and periods in the history of art,
 - including theory, analysis, and criticism
 - New cross-listed subject code and course number: **ARTO 221**
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ART 351

- Course Title: Typography I
 - Credit Hours: 3
 - Course Description: Introduction to formal resources, systems, conceptual principles and procedures underlying the practice of typography. Particular attention is given to problem solving, the visualization of problems and solutions, and the correlation of forms with their content, function, and context. Prerequisite: ARTO 105.
 - Course Outcomes
 - The ability to skillfully manipulate and manage visual concepts and their interrelationships as a means of communication.
 - The ability to skillfully represent (re-present) the above concepts in physical space.
 - Due to the foundational nature of this course, an emphasis will be placed on “process”, meaning the process one follows to solve a specific problem. This course operates on the assumption that the process followed is as important as the solution.
 - New cross-listed subject code and course number: **ARTO 351**
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ART 352

- Course Title: Typography II
- Credit Hours: 3
- Course Description: An introduction to computer aided design with emphasis on InDesign and Photoshop. Continuing emphasis on problem solving in relation to electronic message making. Prerequisite: ARTO 351.
- Course Outcomes

- The ability to skillfully manipulate and manage visual concepts and their interrelationships as a means of communication.
 - The ability to skillfully represent (re-present) the above concepts in physical/electronic space.
 - Due to the foundational nature of this course an emphasis will be placed on "process", meaning the process one follows to solve a specific problem. This course operates on the assumption that the process followed is as important as the solution
 - New cross-listed subject code and course number: **ARTO 352**
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ART 454

- Course Title: Information Graphics
 - Credit Hours: 3
 - Course Description: Investigation of publication design, particularly that of magazines and books. Emphasis on marketing and directing reader's emotional and intellectual response. Prerequisite: ARTO 352.
 - Course Outcomes
 - Define the periodical and electronic publication process from concept to the final product
 - Use computer as a tool that assists and speeds the creative and production process
 - Demonstrate an understanding of the technical vocabulary relative to hardware and software utilized in computer-assisted design.
 - Use technical and expressive potential of selected computer programs
 - Discover an excitement about making design and planning design
 - Evidence an understanding of important ethical issues relative to traditional and electronic publishing and basic principles of honesty, decency, and a Christian perspective.
 - Learn how to be a competitive, moral, and Christian creative in this secular world
 - New cross-listed subject code and course number: **ARTO 454**
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ART 455

- Course Title: Persuasive Graphics
- Credit Hours: 3
- Course Description: Introduction to package design; investigation of materials and production methods. Projects include revitalization of existing packaging and packaging of new products. Prerequisite: ARTO 352.
- Course Outcomes

- The class will provide an environment where students will learn about design theory and methodology applied to packaging design, providing an understanding of how packaging designs are developed and how they function as marketing vehicle for consumer products. The information will then be applied to the development of a solution to a practical design problem. The students will understand and develop the phases of problem seeking and solving used in the design process:
 - 1 – the understanding of concepts, principles, and current design issues as they apply to 3D design.
 - 2 – putting concepts and principles into practice using traditional methods of design and construction.
 - 3 – using concepts, principles, and tools to resolve specific design problems and their applications.
 - New cross-listed subject code and course number: **ARTO 455**
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ENGL 332

- Course Title: Introduction to Film Studies
 - Credit Hours: 3
 - Course Description: Survey of cinema from the silent era to today with an emphasis on fluency in cinematic language, genre, and production. Film studies represent more than simply looking at movies through a literary lens but learning to see how different filmmakers approach the fusion of image, sound, and story. Prerequisite: Completion of sophomore literature requirement.
 - Course Outcomes
 - Be conversant with development of film technology, important eras and schools of filmmaking, and key controversies and breakthroughs.
 - Develop the ability to think like a filmmaker as you screen films, actively engaging and analyzing what you see and hear on the screen rather than passively watching.
 - Read and write about film, through the lenses of formal and cultural analysis.
 - Understand and be able to explicate how lighting, sound, cinematography, editing, and elements of mise-en-scène function to communicate a movie's meaning.
 - Explore the influence of a film's director as well as producers, marketers and distributors in shaping the reception of a film.
 - New cross-listed subject code and course number: **ENGO 332**
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ENGL 472

- Course Title: Film and Belief
 - Credit Hours: 3
 - Course Description: A detailed study of recent and classic films with emphasis on their theological elements and how they are manifestations of culture. Students will develop viewing discernment and the ability to assess and write about thematic elements of films in genres, including romantic comedy, drama, independent, and foreign film.
Prerequisite: Completion of Sophomore English requirements and Junior standing.
 - Course Outcomes
 - Critically evaluate films from the standpoint of quality of script, editing and cinematography, acting, thematic content, musical scoring and sound effects. Identify cinematic themes of interest to Christians regardless of whether the film was shaped by an explicit Christian sensibility or worldview.
 - Develop the ability to read reviews and use them as a tool to responsibly consume films knowing that “what I watch can affect me spiritually.”
 - Know the meaning of film terms used in the production, filming, and editing process and be able to point to their application in specific films, explaining what lies behind the director and others’ choices.
 - Talk and write intelligently about film, moving beyond the thumbs up, thumbs down consumer mentality.
 - Explore the possibility of “divine encounter” and a “reverse hermeneutical flow” occurring in films.
 - New cross-listed subject code and course number: **ENGO 472**
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JMC 100

- Course Title: Media Issues
- Credit Hours: 3
- Course Description: An introduction to media, examining their impact on society and individuals. May be used to satisfy University Requirements.
- Course Outcomes
 - Introduce definitions and principles of several ongoing or current issues in mass media.
 - Present principles and philosophies that are the foundation of the First Amendment, and other mass communication principles, such as the public’s right to know, the functions of mass communication and theories concerning mass communication.
 - Examine the historical roots of and relationships among media – magazines, newspapers, books, sound recording, motion pictures, radio, television and Internet – and the media-related industries of public relations and advertising.

- Explore and debate issues such as media bias, the extent of media power, media convergence, effects of media products and influences of public relations and advertising in the mass media.
 - Provide opportunity for students to develop their understanding of various media issues in an environment that encourages and protects free speech in open student forums.
 - New cross-listed subject code and course number: **JMCO 100**
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JMC 165

- Course Title: Media Maker
 - Credit Hours: 3
 - Course Description: Introduction to the techniques and practices involved with producing creative content for mass media. Students will work individually and in teams using industry-standard tools to create audio, photo, and video projects.
 - Course Outcomes
 - Demonstrate a foundational understanding of the tools and technologies of creative media production
 - Create photo, video and audio content using industry-standard cameras, recorders, microphones and software
 - Recognize and apply fundamental principles of visual design and composition for the mass media
 - Analyze the production practices of various mass media industries
 - New cross-listed subject code and course number: **JMCO 165**
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JMC 224

- Course Title: Media Writing
- Credit Hours: 3
- Course Description: The understanding and practice of writing content applicable to a range of mass media formats, audiences, and purposes. The primary focus is on how to gather information and accurately transform it into appropriately styled messages for actual audiences. Prerequisite: JMCO 100 and JMCO 165.
- Course Outcomes
 - Created the materials needed to begin a media-related career, including a professional résumé, cover letter and online portfolio site.
 - Collected accurate information through face-to-face interviews with potential news sources.
 - Written publishable news stories using appropriate styles for several specific media
 - Written news releases using professional public relations standards.

- Used social media tools for the clear dissemination of information and the civil expression of differing opinions.
 - New cross-listed subject code and course number: **JMCO 224**
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JMC 265

- Course Title: Film Production
 - Credit Hours: 3
 - Course Description: Introduction to the filmmaking process from script to screen, including the basics of producing, cinematography, sound recording, production roles, and set etiquette. Storytelling and production craft are emphasized through hands-on exercises, projects and screenings Prerequisite: JMCO 165.
 - Course Outcomes
 - Understand the roles and responsibilities of a film production team
 - Understand the script-to-screen filmmaking process from pre-production to production, post-production and distribution
 - Understand the elements of mise-en-scene including camera placement, composition and production design
 - Recognize and apply storytelling techniques in editing and post-production
 - Create a short film using the fundamental tools and techniques of filmmaking
 - New cross-listed subject code and course number: **JMCO 265**
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JMC 348

- Course Title: Principles of Advertising
- Credit Hours: 3
- Course Description: Survey of the history, principles and practice of advertising, with an emphasis on the strategic process: research, creative and media strategy, production of messages, and evaluation of advertising effectiveness. Prerequisite: JMCO 224.
- Course Outcomes
 - 1. Demonstrate an understanding of
 - the historical development of advertising,
 - the role of advertising in an integrated marketing communication plan, and - basic advertising math
 - the variety of marketing communication tools used by advertisers
 - 2. Apply critical thinking skills to
 - analyze an organization's needs and then develop creative advertising solutions to solve the problems,
 - critique advertising campaign plans including the creative and media placement in local and national systems,

- appraise advertising from both the message strategy and message delivery standpoints.
 - 3. Apply critical thinking skills to identify domestic diversity issues within a brand's messaging.
 - 4. Identify global advertising campaign issues.
 - New cross-listed subject code and course number: **JMCO 348**
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JMC 361

- Course Title: Advanced Video Production
 - Credit Hours: 3
 - Course Description: Active study of the theory and application of commercial video techniques, emphasizing digital filmmaking, motion graphics, compositing, research and production management. Prerequisite: JMCO 265.
 - Course Outcomes
 - Perform leadership roles in production management. translate storyboards and scripts into effective visual messages.
 - Apply creative thinking to solve visual and technical challenges.
 - Demonstrate professional shooting and editing skills. evaluate emerging technology and production techniques
 - New cross-listed subject code and course number: **JMCO 361**
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JMC 367

- Course Title: Social Media
 - Credit Hours: 3
 - Course Description: A study of social media and the place of those tools in professional communication.
 - Course Outcomes
 - Explain how social media affects society.
 - Understand strengths and challenges of social media tools in communicating various messages.
 - Evaluate the effectiveness of social media messages and online campaigns.
 - Understand ethical and legal concerns of social media use.
 - Understand and use social media tools for professional purposes.
 - New cross-listed subject code and course number: **JMCO 367**
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JMC 465

- Course Title: Documentary Storytelling
- Credit Hours: 3
- Course Description: Principles and practices of documentary storytelling. Students will experience all areas of production while planning, producing, and editing documentary projects. Prerequisite: JMCO 224.
- Course Outcomes
 - Recognize the elements of an effective documentary production.
 - Understanding of legal and ethical practices into their work.
 - Combine aesthetic, communication and technical skills to create documentary stories.
 - Plan, produce and edit a documentary project.
- New cross-listed subject code and course number: **JMCO 465**