

Approval Chart for Curriculum Changes

A = Approve I = Information Item¹ R = Advise & Respond²

Course Number _____ or Degree Plan(s) **Multimedia**

State the requested change and reason. A memo may be attached if more space is necessary.

See attached memo.

Circle the number that corresponds to the requested change. Degree plan changes are on the second page.

		COUNCIL ³								
	Change to a Course	Dept./School	College Academic	Deans	TEC	UGEC	UAC	GRAD	Provost	President
1.	Title (description unchanged)	A	A	A	I				I	I
2.	Description (not affecting content)	A	A	A	I				I	I
3.	Content (substantive change)	A	A	A	I				A	A
4.	Number of hours (lecture, lab, contact)	A	A	A	A				A	A
5.	Course number within the hundred	A	A	I	I				I	I
6.	Course number beyond the hundred	A	A	A	A				A	A
7.	Prerequisites	A	A	A	I				I	I
8.	Course fee(s)	A	--	A	--				A	I
9.	From U to G or G to U	A	A	A	A				A	A
10.	Cross list with another department: U or G level	A	A	A	A				A	A
11.	Department of record	A	A	A	A				A	A
12.	Open or close a course	A	A	A	A				A	A
13.	New course — See website for application and process. This change includes combining or splitting a course(s).	A	A	A	A				A	A

Note: When an academic unit does not have a council, the UGEC and/or UUAC will serve as its academic council, depending on the nature of the issue.

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					COUNCIL ³				Provost	Faculty	President	Board of Trustees
	Change to a Degree Plan	Dept./School	College Academic	Deans	TEC	UGEC	UUAC	GRAD				
1.	University Requirements — Change in approved course content ⁶	A	A	A	A				A	--	A	--
2.	University Requirements — Add or drop a required course from the University Requirements chart ⁶	A	A	A	A				A	A	A	--
3.	University Requirements — Add or drop a course from a menu within the University Requirements ⁶	A	A	A	A				A	--	A	--
4.	University Requirements — Change hours within a menu on the University Requirements chart ⁶	A	A	A	A				A	A	A	--
5.	Major — Revision of major ^{4,5}	A	A	A	A				A	--	A	--
6.	Major — Adopt or change admission requirements	A	A	A	A				A	--	A	--
7.	Major — Add ^{4,5}	A	A	A	A				A	A	A	I
8.	Major – Discontinue (proposed by the department or college)	A	A	A	A				A	A	A	I
9.	Major – Discontinue (proposed by the Provost)	See below.										
10.	GPA — Revise major or cumulative requirement	A	A	A	A				A	A	A	--
11.	Minor — Revise course selection	A	A	A	I				I	--	I	--
12.	Minor — Add	A	A	A	A				A	--	A	--
13.	Minor – Discontinue (proposed by the department or college)	A	A	A	A				A	--	A	--
14.	Minor – Discontinue (proposed by the Provost)	See below.										
15.	Degree — Add	A	A	A	A				A	A	A	I
16.	Degree – Discontinue (proposed by the department or college)	A	A	A	A				A	A	A	I
17.	Degree – Discontinue (proposed by the Provost)	See below.										
18.	Any change to a graduate degree program	A	A	A	A				A	--	A	--

COUNCIL ³										
	Provost-Proposed Change	Provost	Department	Dean	TEC	UUAC	Graduate	Faculty	President	Board of Trustees
1.	Major/Graduate Program – Discontinue (proposed by the Provost)	A	R	R	A			A	A	I
2.	Minor – Discontinue (proposed by the Provost)	A	R	R	A			--	A	--
3.	Degree – Discontinue (proposed by the Provost)	A	R	R	A			A	A	I

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COUNCIL³

	Change to the Catalog Information	Dept./School	College Academic	Deans	UGEC	UUAC	GRAD	Provost	Faculty	President
1.	General requirements for graduation including course requirements that are common to all majors for all degrees ⁷	--	--	--		A		A	A	A
2.	Admission requirements	--	--	--		A		A	A	A
3.	Policies governing academic probation and suspension	--	--	--		A		A	A	A
4.	Requirements for graduating with honors	--	--	--		A		A	A	A
5.	Other academic policy changes	--	--	--		A		A	--	A

¹ Councils may request additional information about "Information" items. These items are approved as "Consent Agenda."

² The Dean and Department should respond to the Provost's recommendation to close a program in writing. Advise & Respond (R) requires that the voting body should receive the written responses at least one week prior to the vote.

³ All courses that meet University Requirements for general education must go through UGEC. Courses or degrees offered only to students seeking teacher certification must go through the Teacher Education Council. All undergraduate changes must go before the UUAC. All graduate degree plan changes must go through the Graduate Council.

⁴ A minimum of 30 hours is required for a major. A maximum is specified for each degree (e.g., BA, BS). The university minimum for elective hours is 6, unless the requirements of external accrediting bodies make it impossible.

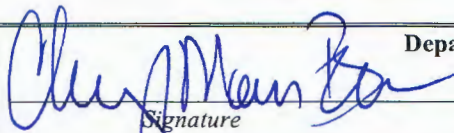
⁵ Program or course changes that apply to any major that includes Teacher Certification will be reviewed by the college, the Teacher Education Council (TEC), and then the UUAC.

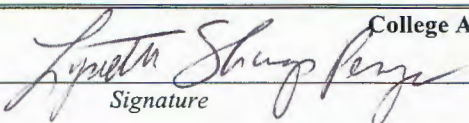
⁶ Courses that satisfy ACU's University Requirements (General Education) will normally have lower-level numbering, be free of prerequisites and co-requisites, appeal to more than one or two majors, and "not narrowly focus on those skills, techniques, and procedures specific to a particular occupation or profession" (SACS 2.7.3). Departments may request exceptions to the first three criteria.

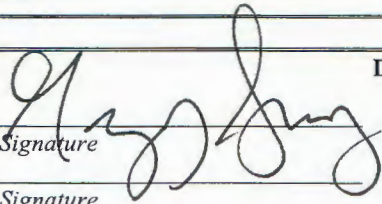
⁷ The UUAC approved the clarification that "general requirements for graduation" means the enumerated items in the "General Requirements for Bachelor's Degrees" section of the catalog.

Revised 10-16-13

Curriculum/Catalog Changes Signature Page

Department/School Chair(s)	
 Signature	<u>3-1-15</u> Approval date
_____ Signature	_____ Approval date

College Academic Council(s)	
 Signature	<u>3-27-15</u> Approval date
_____ Signature	_____ Approval date

Dean(s)	
 Signature	<u>4/6/15</u> Approval date
_____ Signature	_____ Approval date

Teacher Education Council	
_____ Chair's signature	_____ Approval date

General Education Council	
_____ Chair's signature	_____ Approval date

Undergraduate Academic Council	
_____ Chair's signature	_____ Approval date

Graduate Council	
_____ Chair's signature	_____ Approval date

Provost	
_____ Signature	_____ Approval date

Faculty	
_____ Chair of faculty senate	_____ Approval date

President	
_____ Signature	_____ Approval date

Multimedia Major
Curriculum Revision Proposal
Feb. 25, 2015

Current: Total 72 hours

Proposed: Total 72 hours

JOURNALISM AND MASS COMMUNICATION (20 HOURS)	JOURNALISM AND MASS COMMUNICATION (16 HOURS)
JMC 100 Media Issues.....(3)	JMC 100 Media Issues.....(3)
JMC 102 Creating Media Messages.....3	JMC 201 Intro to Visual Media.....3
JMC 201 Intro to Visual Media.....3	JMC 302 Intro to Race and Media.....1
JMC 302/303 JMC Colloquia (1 section of 302 and two of 303 required)3	JMC 303 JMC Colloquy on Race and Media (twice).....2
JMC 310 or JMC 351 Electronic Publishing.....3	JMC 351 Web Publishing.....3
JMC 342 Publication Design.....4	JMC 342 Communication Design.....3
JMC 488 Communication Law3	JMC 488 Communication Law. (Part of capstone).....3
JMC 495 Internship1	JMC 495 Internship (Part of capstone).....1
MULTIMEDIA CORE (9 HOURS)	MULTIMEDIA CORE (18 HOURS)
JMC 239 Writing for Electronic Delivery.....3	JMC 102 Creating Media Messages or JMC 223 Convergence Reporting I.....3
JMC 321 Student Media/Agency Lab (2 semesters required; one must be with student-run multimedia production agency).....0	JMC 233 Photography.....3
JMC 317 Electronic Media Principles.....3	JMC 260 Broadcast Production.....3
JMC Elective.....3	JMC 317 Electronic Media Principles.....3
	JMC 321 Student Media Lab (2 semesters required; one must be with multimedia production agency).....0
	JMC 360 Advanced Video Production.....3
	JMC Elective.....3
MULTIMEDIA MENU (CHOOSE 12 HOURS)	MULTIMEDIA MENU (CHOOSE 6 HOURS)
JMC 260 Television Studio Production.....3	JMC 223 Convergence Reporting I.....3
JMC 310 Interactive Media or JMC 351 Electronic Publishing.....3	JMC 352 Advanced Web Publishing.....3
JMC 352 Advanced Digital Media.....3	JMC 367 Social Media.....3
JMC 360 Television Field Production.....3	JMC 390 Ad Creativity and Copy Writing.....3
JMC 390 Ad Creativity and Copy Writing.....3	JMC 465 Documentary Storytelling.....3
JMC 405 Visual Portfolio.....3	
JMC 360 Advanced Video Production.....3	
SUPPORT FIELD (15 HOURS)	SUPPORT FIELD OR MINOR (15-24 HOURS)
Choose from: art, communication, computer science, English, ethnic and women's studies, marketing, political science, psychology or sociology. Lower level selections9	Choose support field from: art, business, communication, computer science, English, Spanish, French, political science, psychology, sociology or theatre. Lower level selections9
Advanced selections6	Advanced selections6
TOTAL15	TOTAL15
ADDITIONAL SUPPORT HOURS REQUIRED (6 HOURS)	ADDITIONAL SUPPORT HOURS REQUIRED (6 HOURS)
ART 105 Two-Dimensional Design.....3	PSYC 120 Introduction to Psychology or SOCI 111 Introduction to Sociology.....(3)*
ART 351 Typography I.....3	Choose 6 hours:
PSYC 120 Introduction to Psychology or SOCI 111 Introduction to Sociology.....(3)*	ART 105 Two-Dimensional Design.....3
	ART 351 Typography I.....3
	CS 115 Introduction to Programming Using Scripting.....3
	CS 116 Applied Programming Using Scripting.....3
	IT 105 Mobile App Development.....3
	DET 210 Digital Entertainment Technology I.....3
	DET 310 Digital Entertainment Technology II.....3
GEN ELECTIVES Minimum (max of 3 hours may be JMC).....10	GEN ELECTIVES Minimum (max of 3 hours may be JMC).....11 (assuming support field)
University Requirements56	University Requirements56

MEMORANDUM

To: CASAC and UUAC

From: Cade White, Jessica Smith and Nathan Gibbs

Re: Rationale and description of changes in Multimedia degree plan

Date: Feb. 26, 2015

The changing media environment shows promise for careers in visual and interactive storytelling, which the multimedia major addresses. This proposal's updated and new classes aim to match industry norms and technology changes, provide a more logical progression of skills, and offer a greater variety of supplemental options. The proposal removes one course (JMC 239), includes two renamed and restructured classes (JMC 260 and 360), and adds two new courses (JMC 367 and 465) in the major core and major menu. Students also gain more choices for supplemental hours. The rationale for each of those changes follows:

- **JMC 239.** The department currently requires an introductory writing class (JMC 102 Creating Media Messages) in the core, and updates to that class created overlap with JMC 239. Removing JMC 239 creates a smoother progression into major requirements, and the major retains six required hours with significant writing requirements (JMC 102 or 223 and JMC 317).
- **JMC 260** Television Studio Production and **JMC 360** Television Field Production were grounded in television broadcast divisions that were not useful for students who will produce video for multiple platforms. Reapportioning content between the classes and adding additional post-production focus to the later class creates JMC 260 Broadcast Production and JMC 360 Advanced Video Production.
- **JMC 367.** Social Media class prepares students to communicate professionally on social media tools and understand their effects on society.
- **JMC 465.** Documentary Storytelling class is new, offering students who plan for video or film careers to study and practice nonfiction production.
- **Required support hours.** Expanding the options for the required support hours allows students to choose what best serves their interests and development as communicators. We have consulted with SITC director Brad Crisp and DET faculty member Brian Burton about the additions (email messages attached).

Note: Some additional modifications are reflected in the provided degree plan comparing the old and proposed versions.

From: **Brian Burton** bgb07a@acu.edu
Subject: Re: Need info about DET classes
Date: January 21, 2015 at 1:43 PM
To: Cade White whitec@acu.edu



Hi Cade,
Thank you! I'm very excited to have DET included as concentration hours in JMM!

I built the DET degree in a similar way so that students could select hours from JMM, Art, or English as support areas and it has worked very well.

Currently the only prereqs on DET classes is the preceding class. So JMM students could take DET 210 > DET 310 > DET 410 without being declared DET majors or minors. They could also take DET 350 (Game Development) which has a prereq of DET 210.

DET 350 has morphed over the last two years as we have seen an increase in students focused on Film to be more of a DET Development class instead of a game dev class. I currently have a group of students in 350 who are working on a feature length film.

I have allowed students to jump into DET 310 without 210, but they are usually transfer students who have previous work in story and character development as well as familiarity with the Adobe Creative Cloud programs.

DET 310 is a continuation of 210 where the students jump into the deep end of the pool and start making and doing game, film, or animation development.

DET 410 is the capstone where they must produce a major project and finish a professional ePortfolio.

Does that help? Let me know if I can help in any way!

Thank you,
Brian

On Wed, Jan 21, 2015 at 9:41 AM, Cade White <whitec@acu.edu> wrote:
Hey Brian,

We are updating our curriculum and wanted your input on how we might include some DET classes under the degree support options.

Currently, JMM majors are able to minor in DET and we have no problem with that. We like that and think it offers students a good fit. What we would like to do is to allow JMM majors who are not DET minors to choose from a two or three DET classes as their "additional support hours" for the JMM major.

If you look at the JMM degree plan online you can see the current list of additional support options.

ART 105 Two-Dimensional Design
ART 351 Typography I
PSYC 120 Introduction of Psychology or SOCI 111 Introduction to Sociology

We would like to add maybe two or three DET classes to these options. How do you feel about this idea? What is your preference about the classes to include in the options? We were looking at DET210 and DET310 ...curious about 410... and also wondering what DET would expect regarding the prereqs....for example, is there a way a student could take 310 without having taken 210, etc.

Curious what you think.

Cade

Cade White
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Author of:

Learning mobile application & game development with Corona SDK (2014)

Game Development Fundamentals Pipeline with Unity 3D: Rollerball (2013, w/Huff, J.)

Game Development Fundamentals Pipeline with Unity 3D: Plinko (2013, w/Huff, J.)

Creation of Knowledge and Student Engagement within Virtual Worlds. In *Understanding Learning in Virtual Worlds* (2013) with Martin, B. & Robin, B.

Corona Certified Developer Study Guide (2012)

Student engagement and the creation of knowledge within a 3D virtual learning environment. In *Immersive Environments, Augmented Realities and Virtual Worlds: Assessing Future Trends in Education* (2012) with Martin, B.
Beginning mobile app development with Corona (2011)

Collaboration and the use of three dimensional interface within a virtual learning environment. In *Adaptation, Resistance and Access to Instructional Technologies: Assessing Future Trends in Education*. (2010)

From: Brad Crisp cbc06d@acu.edu
Subject: Re: jmc majors in programming classes
Date: January 28, 2015 at 10:43 PM
To: Jessica Smith jes98k@acu.edu
Cc: Ray Pettit raymond.pettit@acu.edu, Brian Burton bgb07a@acu.edu

Hi Jessica,

Thanks for letting me know about this. I don't have any concerns about you adding CS 115 and 116 to the menu. CS 115 tends to be more full in the fall, so there would be more room in the spring. CS 116 is the opposite.

You might also consider adding IT 105 Intro to Mobile App Development, which is usually taught online in the spring.

I am copying the faculty who teach these courses in case they have any questions or suggestions.

Brad

On Wed, Jan 28, 2015 at 5:10 PM, Jessica Smith <jes98k@acu.edu> wrote:

Dear Brad —

The JMC Department is revising its curriculum, and I'm one of the faculty members who works closely with multimedia majors.

We currently require two supplemental classes in the major from the Art & Design department, and we would like to consider broadening that list. Some of our students have digital and web design interests and might be better served by some programming options.

We wondered whether it would be possible to include CS 115 and 116 in a menu of options for students to consider for these two supplemental classes. Currently, about 20 students are majoring in multimedia. There wouldn't be more than a handful per year.

Most of our students have little programming and scripting experience, so I wanted to get your reaction to this idea. You can let me know whether the classes are offered frequently enough and might have space, and also whether these classes might be a good fit for our students. If these classes wouldn't be a good match for some reason, are there other introductory programming classes you could recommend?

Cade White has been talking with Brian Burton about also including DET 210 and 310 in this menu. We have enjoyed having DET students in JMC classes and would like to expand our students' exposure the other way, too.

Thanks for considering this. Please let me know if you'd like me to fill in any gaps.

Jessica

Jessica Smith, Ph.D.
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