

Approval Chart for Curriculum Changes

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

Course Number JMC 166 or Degree Plan(s) _____

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

Create new course (14) JMC 166 Media Maker II.

This course expands on the department's digital media curriculum to better prepare students for success in other courses. We created JMC 165 Media Maker I two years ago, and have found areas where the course introduces too much too quickly. The need to prepare students for so many diverse areas of media production has been difficult to achieve in one course alone. The addition of JMC 166 Media Maker II will create space and pacing that better suits our students.

See attached documentation.

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.	Course term(s)	A	I	A	I				I	I
4.	Content (substantive change)	A	A	A	I				A	I
5.	Number of hours (lecture, lab, contact)	A	A	A	A				A	I
6.	Course number within the hundred	A	A	I	I				I	I
7.	Course number beyond the hundred	A	A	A	A				A	I
8.	Prerequisites	A	A	A	I				I	I
9.	Course fee(s)	A	--	A	--				A	I
10.	From U to G <i>or</i> G to U	A	A	A	A				A	I
11.	Cross list with another department: U or G level	A	A	A	A				A	I
12.	Department of record	A	A	A	A				A	I
13.	Open or close a course	A	A	A	A				A	I
14.	New course — See website for application and process. This change includes combining or splitting a course(s).	A	A	A	A				A	I

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										
	Change to a Degree Plan	Dept./School	College Academic	Deans	TEC	UGEC	UUAC	GRAD	Provost	Faculty	President	Board of Trustees
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	--
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

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.

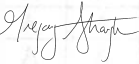
⁷ The UUAC approved the clarification that “general requirements for graduation” means the enumerated items in the “General Requirements for Bachelor’s Degrees” section of the catalog.

Revised 8-26-19

Curriculum/Catalog Changes Signature Page

Department/School Chair(s)	
 Signature	11-5-21 Approval date
_____ Signature	_____ Approval date

College Academic Council(s)	
Jonathan Camp Signature	_____ Approval date
_____ Signature	_____ Approval date

Dean(s)	
 Signature	_____ 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

Application for a New Course v10.7

Discard instructional pages A-C before submitting application

Course ID (<i>Subject and Number</i>)	JMC 166
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I. Systems and Catalog Information Complete each item.

1	Course Developer	Nathan Gibbs
2	Course Instructor	Nathan Gibbs
3	Course Title	Media Maker II
4	Course Abbreviation for Banner if title is more than 30 characters	
5	College	Arts and Sciences
6	Department or School	Journalism and Mass Communication
7	Number of Credit Hours	3
8a.	Number of contact hours – lecture	3
8b.	Number of contact hours – lab/activity	0
9	Is the course for a fixed or variable number of credit hours?	fixed
10	Explanation for variable credit	
11	Is the course repeatable for additional credit?	no
12	Maximum total number of credit hours a student can earn for this course	3
13	What type of course is this? (Select one option. Please see Schedule Type definitions on Page C.)	☐ Traditional lecture ☐ Traditional lab ☒ Traditional lecture/lab ☐ Experiential Learning ☐ Seminar ☐ Studio ☐ Thesis ☐ Dissertation

14	Number of faculty workload hours	3
15	Grade Mode	☒ Standard __Credit/No Credit (undergrad only)
16	Maximum Enrollment	15
17	Catalog Description (50 words or less)	Builds on content creation skills developed in JMC 165 Media Maker I. Increases awareness of media aesthetics across industry platforms.
18	List any prerequisites (course/s, test scores, class standing, major, etc.)	JMC 165 Media Maker I
19	List any corequisites (these <i>must</i> be taken at the same time; note that a single requirement cannot be both a prerequisite <i>and</i> a corequisite)	
20	If the course is cross-listed, specify the Course ID(s)	
21	Does this course require any additional student course fees?	__No ☒ Yes If yes, attach a completed "Request to Add or Change Course Fees" form. Describe in section IV-8.
22a	Will the course be offered in fall terms?	__No ☒ Yes, all fall terms
22b	Will the course be offered in spring terms?	__No ☒ Yes, all spring terms
22c	Will the course be offered in summer terms?	☒ No __Yes
23	First semester this course will be offered under new Course ID. <i>May not be earlier than the coming fall semester.</i>	Spring 2023
24	Is this course required for a degree/s?	__No ☒ Yes If yes, attach a revised degree plan(s) reflecting the placement of the new course.
25	Should the addition of this course be retroactively applied to the degree plan it supports?	☒ No __Yes

	<i>This is rare, and rationale should explain compelling extenuating circumstances.</i>	
26	Has this course been offered as a Special Topics course? <i>New courses are not required to be taught as Special Topics courses prior to approval.</i>	☒ No ☐ Yes If yes, provide course ID, term, and enrollment:
27	List any courses in which the content overlaps the proposed course. (Course ID and Name) <i>Attach a statement from the instructor/dept chair of the existing course justifying the new offering in Section IV-D.</i>	

II. Curriculum

- A. Explain effect on degree plans. If the addition of the course alters degree requirements, submit a separate Approval Chart for Curriculum Change to update the degree plan.

This course adds 3 credits to five degree plans and three minors.

- B. Justify the addition of this course to the current curriculum, explaining the gap it meets.

This course expands on the department's digital media curriculum to better prepare students for success in other courses. We created JMC 165 Media Maker I two years ago, and have found areas where the course introduces too much too quickly. The need to prepare students for so many diverse areas of media production has been difficult to achieve in one course alone. The addition of JMC 166 Media Maker II will create space and pacing that better suits our students.

III. Course Design

- A. Audience and Course Goal

1. Describe the intended audience, including prerequisite skills.

All majors in the Department of Journalism & Mass Communication or any student seeking to advance their skills in producing media content for multiple platforms.

2. State the overarching course goal(s) in performance terms.

The goal of this course is to help students craft effective media messages for multiple platforms, applying aesthetic concepts and professional practices in creative ways.

B. Student Learning Outcomes and Measurements

	Student Learning Outcome	Measurement
1	Demonstrate effective use of the tools and technologies of creative media production	"How To" video, Podcast, Newsgathering
2	Understand media aesthetics in creative media production	Quizzes, Photobomb, Trailer, Film Scene
3	Use principles of visual design and composition appropriately	YouTube Channel, Email Newsletter, Podcast
4	Expand understanding of production practices of various mass media industries	Quizzes, TV Interview, Newscast, Field Audio, VOSOT
5		

3. Text and Resources

Give the full publication information of the textbook/s and other required resources and outside readings.

For **combined undergraduate/graduate** courses, make two lists:

- A. full publication information; label **Undergraduate**.
- B. full publication information; label **Graduate**.

Undergraduate: No textbook required. Frequent use of LinkedIn Learning videos.

IV. Supporting Documentation

Required of all applications	
1	Approval Chart for Curriculum Changes
2	Syllabus — Attach the syllabus for the course based upon the anticipated first-semester offering.
3	Instructional Design — The syllabus must be reviewed by the Adams Center. Attach a copy of the Adams Center letter.
4	Library — Submit new course application and syllabus to the Library dean's office. Attach the Library's memo.
Attach if applicable	

5	Content Overlap — Include one document for each course you listed in Section I-27. Attach statement from instructor/dept chair of existing course justifying the new offering.
6	Departmental Resources — List the resources that support the course and are available only through the department, if applicable. Attach the list of the holdings and the location/s.
7	Resources — List resources (other than library or departmental resources) that are needed to support this course (computers, lab equipment, other technology, etc.). Attach a complete list of all items and indicate possible sources or estimated cost of each. List the sources of any needed funds.
8	Expenses — List additional expenses needed to implement this course (full-time or part-time faculty, graduate or lab assistants, student employees, travel, special student costs, room renovation, storage facility, etc.). Attach a complete list of all items, the estimated cost of each and the source of the funds.
9	Justification — Attach any documents to which you refer in Section II-B.

Syllabus

Course number and title: JMC 166 Media Maker II

Credit hours: 3-0-3

Semester and year: Spring 2023

Meeting time and place: Don Morris 302 (see [campus map](#))

Prerequisites: JMC 165 Media Maker I

Catalog description: Build on content creation skills developed in JMC 165 Media Maker I. Increase awareness of media aesthetics across industry platforms.

Intended audience: All majors in the Department of Journalism & Mass Communication or any student seeking to advance their skills in producing media content for multiple platforms.

About the Teacher

Instructor: Nathan Gibbs, Associate Professor and Director of Broadcast Operations

Office location: Don Morris 317

Phone number: (325) 794-6416

Email address: nathan.gibbs@acu.edu

Office hours: Monday through Friday from 8-11 a.m.

Mission Statements

ACU Mission: The mission of Abilene Christian University is to educate students for Christian service and leadership throughout the world.

College Mission: The mission of the College of Arts & Sciences is to educate students for worldwide Christian service and leadership through programs of study and other learning experiences that blend a liberal arts education with professional and career education.

Department Mission: Our mission is to engage students in critical and creative thinking in the classroom, in the laboratory and through mentoring relationships, leading them to become exceptional, ethical and agile communicators in a rapidly changing media environment, embracing technology, valuing diversity and embodying Christ-centered service.

Unique Christian Perspective: The ACU mission has special significance in all areas of mass media. The role of the Christian mass media practitioner will be discussed and evaluated throughout the semester. Every student has a responsibility to himself and to God to use his talents and to reflect high moral standards before the public.

Course Content

Digital media concepts included in this course:

Design

- Branded YouTube Channel
- Branded Podcast
- Email Newsletter

Photography

- Photobomb
- Video Story

Audio Storytelling

- Audio Story
- Podcasting

Video Storytelling

- TV Interview
- “How To” Video
- Newscast
- Film trailer
- Film scene

Format of Class

Format of Class: During in-person class sessions, students can expect a combination of lecture, discussion, and in-class exercises. Active participation greatly increases success on graded projects and quizzes. Online modules are scheduled throughout the course. The class works best when all students have completed Canvas modules prior to class, regularly participate in discussion, actively participate during in-class exercises, and put effort into lab exercises. Being absent on days when exercises are performed and graded will result in a zero for that item.

Instructional Materials

Textbook: No required textbook.

Other materials: Canvas modules, LinkedIn Learning

Learning Outcomes

Course goal: The goal of this course is to help students craft effective media messages for multiple platforms, applying aesthetic concepts and professional practices in creative ways. Students will enhance their digital media skills through hands-on projects that include producing content for television, radio, print, web, email and social media platforms. By the end of this course, students will be able to:

Competency	Measurement Instrument
demonstrate effective use of the tools and technologies of creative media production	"How To" video, Podcast, Newsgathering
understand media aesthetics in creative media production	Quizzes, Photobomb, Trailer, Film Scene
use principles of visual design and composition appropriately	YouTube Channel, Email Newsletter, Podcast
expand understanding of production practices of various mass media industries	Quizzes, TV Interview, Newscast, Field Audio, VOSOT

Assessment and Grading

Assessment Activities	Grades Possible	Weighting
Attendance and Participation	100	10%
Ten assignments at 50 points each	500	50%
15 Quizzes at 10 points each	150	15%
15 Module assignments at 10 points each	150	15%
Midterm and Final exams at 50 points each	100	10%
Total	1000 (without bonus)	100%

Final grade calculation: Rubrics will be provided in Canvas for each project.

Range of Points	Final Letter Grade
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92%-100%	A
83%- 91%	B
74%-82%	C
65%-73%	D
Below 65%	F

Extra credit opportunities: Additional assignments may be made available throughout the semester for extra credit.

University Policies

ADA Compliance Policy: Abilene Christian University is dedicated to removing barriers and opening access for students with disabilities in compliance with ADA and Section 504 of the Rehabilitation Act. The Alpha Scholars Program facilitates disability accommodations in cooperation with instructors. In order to receive accommodations, you must be registered with Alpha Scholars Program, and you must complete a specific request for each class in which you need accommodations. If you have a documented disability and wish to discuss academic accommodations, please email alpha@acu.edu call their office directly at 325-674-2667.

Academic Integrity Policy: Academic integrity is defined as academic work completed as assigned for each class by the individual or group responsible for the work. Violations of academic integrity and other forms of cheating involve the intention to deceive, mislead, or misrepresent and therefore, are a form of lying. Such actions are contrary to behavioral norms that flow from the nature of God. Academic misconduct includes, but is not limited to, the following: 1) Failure to give credit to sources used in a work in an attempt to present the work as one's own, 2) Submission of papers or projects obtained from another source (e.g., research service or club paper file) as one's own, and 3) Falsifying information orally or in writing. Academic misconduct may result in, but is not limited to, a zero on the assignment and/or an F in the course. Additionally, the department chair, Dean of your school, and the Dean of Student Life will be notified. See the full university policy, including how to appeal a decision, by following [this link](#).

Anti-Harassment Policy: As a professor, one of my responsibilities is to help create a safe learning environment on our campus. I also have a mandatory reporting responsibility related to my role as a professor. It is my goal that you feel able to share information related to your life experiences in classroom discussions, in your written work, and in our one-on-one meetings. I will seek to keep the information you share private to the greatest extent possible. When I am not able to keep your information confidential, I will only share it with responsible administrators on campus who can provide you with services and resources. I am required to share with the Title IX Coordinator information regarding sexual misconduct or harassment, dating or domestic violence or stalking that you report to me. If you would prefer to share information in a confidential setting, I encourage you to speak with someone in the [ACU Counseling Center](#). All of your options are available for review by clicking on the link to ACU's [policy](#).

Course Policies

Attendance Policy: The JMC faculty values attendance at every class session. We believe students with superior attendance perform better than students with average or poor attendance. The teacher may require student to produce documentation of absence causes. Penalties will be imposed for excessive absences unless they are caused by:

- Serious illness of the student.
- Death or critical illness in immediate family.
- Approved university off-campus activities.
- Other absolutely unavoidable occurrences.

Absences: Students whose absences do not meet above criteria may be penalized:

- 5 MWF absences = minus one letter grade
- 4 MW or TR absences = minus one letter grade
- 2 one-day-a-week classes = minus one letter grade

Withdrawals Tied to Absence: When a student's absences reach these levels, including university approved absences, the student will be withdrawn from the class:

- 9 MWF classes,
- or 6 MW or TR classes,
- or 3 one-day-a-week classes, the student will be dropped from the class regardless of the reasons for the absences. The grade will be WP if the absences fit the criteria described under "Value of Attendance." Otherwise the grade will be WF.

Participation: Explain how you expect students to participate in your classes. If you are teaching an online class, explain your expectations of their participation, for instance: How often do you expect them to log in, how much you want them to participate in class activities, such as discussions.

You may also explain your expectation about class **decorum**, **misconduct** in class, and whether you permit **food and/or drinks** in your class or lab sessions. Or refer them to the [ACU student handbook](#)

for such policies. It would be wise to highlight certain aspects of these expectations if certain behaviors pose special challenges for your classes.

Late work: Submissions that arrive after the deadline will receive a reduction of one letter grade each day they are late. Submissions received five or more days late will receive a zero.

Technology use in class: Please remain focused during class. Except for rare emergencies, your friends and family can wait until you are out of class to receive a response from you. Please mute electronic devices to avoid distracting others. Avoid using electronic devices unless instructed to do so by the professor. Students who must be reminded of this policy may have devices confiscated until the end of the class period.

Equipment check out: Production equipment will be available for use on your assignments in this course and a usage fee will be charged to your account. Checkouts and returns will be made through the JMC Equipment Desk only during designated days and times. Multiple classes share this equipment so it is imperative all equipment is returned on or before the required deadline. Late returns or other equipment policy violations may result in a reduction of overall grade points, fines and even removal of all checkout privileges.

You are responsible for all departmental equipment while checked out in your name. If items are lost, stolen or damaged due to negligence you may be held responsible for the cost of repair or replacement. Students wishing to use equipment from any other source do so at their own risk. The JMC department and ACU are not responsible for loss or damages.

Equipment may not be checked out over the weekend or taken outside a 50-mile radius of Abilene unless approved by the instructor. Use of JMC equipment for any reason other than class-related activities is not permitted. Equipment policy violations may result in a reduction of overall grade points, fines and even removal of checkout privileges.

Participation in this program constitutes agreement with these terms.

Calendar

	Project	Concepts	Skills
Week 1	Branded YouTube Channel	Design, Audience	Photoshop, YouTube
Week 2	Photobomb	Compositing	Photoshop, Photography
Week 3	TV Interview	Planning	Rundown

Week 4	TV Interview (cont.)	On-camera performance	Multi-camera directing
Week 5	"How To" Video	Storyboarding	Premiere, DSLR camera and lenses
Week 6	Newscast	Planning	Rundown
Week 7	Newscast (cont.)	Prompter	Graphics playback
Week 8	Video Story	Visual storytelling	Camcorder, Wireless Audio
Week 9	Video Story (cont.)	Editing	Premiere
Week 10	Audio Story	Audio storytelling	Field audio recording
Week 11	Email Newsletter	Design, Audience	MailChimp
Week 12	Branded Podcast	Design, Audience	Photoshop, Wordpress
Week 13	Trailer Challenge	Visual storytelling	Premiere
Week 14	Film Scene	Storyboarding	DSLR camera and lenses
Week 15	Film Scene (cont.)	Editing	Premiere
Week 16	Final exam		

Your instructor reserves the right to modify the calendar as needed to accommodate unexpected changes throughout the semester.

ABILENE CHRISTIAN UNIVERSITY

LIBRARY

MEMORANDUM

DATE: November 2, 2021
To: Nathan Gibbs
FROM: Mark McCallon, Associate Dean for Library Services
RE: Course Application for JMC 166 – Media Maker II

After reviewing the course application, the library can support the proposed course. Please contact Holly Dameron, Library Acquisitions Coordinator, if additional library resources are needed to support the course. Thank you for the opportunity to evaluate the syllabus and course proposal.

Professor Nathan Gibbs
Don Morris 317
nathan.gibbs@acu.edu
(325)794-6416

Nov 3, 2021

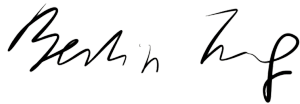
Re: Review of JMC166

Dear Professor Gibbs,

Thank you for submitting the application for the course *JMC166: Media Maker II*. I have reviewed it based on the [ACU New Course Application Guidelines](#). I find the syllabus to be meeting all requirements. Congratulations on your excellent work.

Please note that this letter is not meant to be a final approval in the course application process. Your department chair and members of the council may have questions or comments of their own.

If you have any questions, please feel free to let me know. Please also let me know if we can be of any help in the design and facilitation of this course.

A handwritten signature in black ink, appearing to read "Beth Ingham". The signature is fluid and cursive, with the first name "Beth" and the last name "Ingham" clearly distinguishable.

Director of Instructional Design, Adams Center



Request to Add or Change Course Fees

Course fees or changes to existing course fees must be approved and published in the ACU Catalog for the following year in order for them to be assessed on a student's account. Course fees which are not processed by February 1st will not be included in the fall catalog.

Request Date October 8, 2021

Amount of Fee \$70

Department Making Request Journalism and Mass Communication

Contact Person Barbara Bush-Lamming

Semester and year for fee to begin Fall 2022

Check the appropriate fee category below:

FOAP: 202650-20740-4026-10 (90%)
202036-20500 (10%)

☒ Fee is the same for every section and every student

☐ Fee applies to certain sections only

If fee applies to certain sections only, please specify below if it is a one-time fee for a single section or a repeating fee that will be applied on a regular schedule (e.g., a fee charged each time the course is taken in a summer session but not in the fall or spring).

This request applies to the following course (one per form):

Course Number / Section

Course Title

JMC 166

Media Maker II

State the justification for your request below. You will be notified of final approval or denial.

Course includes access to camcorders, DSLR cameras and lenses, microphones, audio recorders and other equipment from the JMC equipment room. Fees are used to replace, repair and add equipment on a regular basis.

The following signatures must be obtained before any request is approved.

Approved

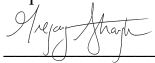
Declined



Department Chair

Date





College Dean

Date



Provost

Date

Vice President for Finance

Date

If approved by all above, route to:

Controller

FOAP

Date Completed

Finance

Fee Code for use on course

Date Completed

Registrar's Office

Date Completed