

Approval Chart for Curriculum Changes

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

Course Number JMC 421

Degree Plan(s) _____

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

Create new course (14) JMC 421 Promotional Video Practicum.

This course creates an experiential learning opportunity in alignment with the strategic plan of the university. It was designed as part of the Experiential Learning Development Program. Through a partnership with the Community Foundation of Abilene, students will now experience service learning by producing free promotional videos for nonprofits. This creates a powerful connection between the mission of the university and how it can be applied in their area of study in a way that had not previously been as clearly articulated in the curriculum.

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)	
 _____ <i>Signature</i>	_____ <i>Approval date</i>
_____ <i>Signature</i>	_____ <i>Approval date</i>

College Academic Council(s)	
 _____ <i>Signature</i>	_____ <i>Approval date</i>
_____ <i>Signature</i>	_____ <i>Approval date</i>

Dean(s)	
 _____ <i>Signature</i>	_____ <i>Approval date</i>
_____ <i>Signature</i>	_____ <i>Approval date</i>

Teacher Education Council	
_____ <i>Chair's signature</i>	_____ <i>Approval date</i>

General Education Council	
_____ <i>Chair's signature</i>	_____ <i>Approval date</i>

Undergraduate Academic Council	
_____ <i>Chair's signature</i>	_____ <i>Approval date</i>

Graduate Council	
_____ <i>Chair's signature</i>	_____ <i>Approval date</i>

Provost	
_____ <i>Signature</i>	_____ <i>Approval date</i>

Faculty	
_____ <i>Chair of faculty senate</i>	_____ <i>Approval date</i>

President	
_____ <i>Signature</i>	_____ <i>Approval date</i>

Application for a New Course v10.7

Instructions:

- Consult with the Registrar's Office to confirm a course number and ask any questions about effects on related degree plans.
- Complete the New Course Application.
- Create the course syllabus. Refer to the Syllabus Checklist and consult with the Adams Center Instructional Design team with any questions.
- Submit the application and syllabus to the Adams Center Instructional Design team by email to director Berlin Fang for review and recommendations.
- Submit the application and syllabus for library review to Associate Dean Mark McCallon.
- Compile the full application and attachments. This includes at a minimum the approval chart, new course application, syllabus, and letters reviewing the syllabus and library support.
- Conduct departmental vote to approve addition of the course.
- Submit to College Academic Council.
- Your college will route the application from this point. The department chair will be notified of necessary meetings with university councils.

The course developer completes this application with all relevant supporting documentation before the new course is reviewed by the department or any academic council.

Syllabus Checklist v10.7

NOTE: It is not necessary to submit this checklist with the New Course Application. The checklist is used by the Adams Center in syllabus review. All items below are required unless otherwise marked.

About the Course

- Course number and title
- Credit hours
- Semester and year
- Meeting time and place (if face-to-face)
- Prerequisite/corequisite

About the Instructor(s)

- Name and title or rank
- Office location
- Phone number(s)
- Email address
- Office hours / contact expectations

Mission Statements

- ACU mission statement
- College mission statement
- Departmental mission statement
- Personal mission statement (optional)

Unique Christian Perspective

- Description of how learning and Christian faith are integrated in the course

Course Content

- Catalog description
- Intended audience
- Outline of topics
- Format of course/types of activities student should expect in the course

Teaching/Learning Methods and Format of Class Sessions

- Description of the types of activities students should expect in the course

Materials

- Required and optional materials, including textbooks, etc.

Student Learning Outcomes/Measurements

- Specific outcomes stated in measurable terms
- Assignments or instruments that will be used to assess the outcomes

Assessment/Grading Criteria

- Complete and accurate details of factors and elements that will compose the final grade
- Weight or point value of all graded elements
- Grading scale with expectations for letter grades
- Extra credit opportunities (optional)

University Policies

- Special needs policy — ADA
- Academic integrity policy and link
- Title IX policy

Course Policies

Expectations and consequences regarding:

- Attendance (if face-to-face)
- Tardiness (if face-to-face)
- Participation
- Course-specific academic integrity information
- Late assignment/exam policy

Course Calendar

Calendar is not required for New Course Application, but it must be included in all syllabi distributed to students.

- Exam dates
- Assignments
- Due dates and other deadlines
- Schedule of readings and topics
- Statement to reserve right to modify the calendar as necessary

Schedule Type definitions for Section I-13.

Traditional Lecture	Traditionally formatted course that may include a variety of teaching methods.
Traditional Lab	Usually affiliated with lecture course. Provides application of knowledge and learning experiences related to lecture content.
Traditional Lecture/Lab	Traditionally formatted course that may include a variety of teaching methods, and for which a lab experience is included and graded with the lecture portion of the course. One grade for both.
Experiential Learning	Application of knowledge or a learning experience not typically connected to a lecture course, examples include PEAC, theatre workshop, field experience, practicum, internship and active research courses.
Seminar	Course in which a topic is discussed by a teacher and a small group of students. Examples include colloquia and workshops.
Studio	Application of knowledge or a learning experience that combines lecture, active learning and discussion among the teacher and students in a studio environment. Examples include art, design and music.
Thesis	Required course for students working on graduate thesis.
Dissertation	Required course for students working on doctoral dissertation.

Guidance for writing student learning outcomes in Section III-B.

	Student Learning Outcome	Measurement
	<i>Instructions:</i> Outcomes should be observable and measurable, and stated in terms of student performance. It can be helpful to complete the sentence “Students will be able to...” If the outcomes are primarily cognitive, consider using Bloom’s Taxonomy to evaluate whether the competencies are at an appropriate level for the course. In the rarer instances where affective or psychomotor competencies are used, give careful attention to measurement techniques.	<i>Instructions:</i> Detail the instrument that will be used to gather the measurement. Examples might include: written papers, quizzes, tests, verbal presentations, video, audio, portfolio artifacts, demonstrations, performances, etc. This column should indicate where you will look for evidence of the type of student work that you expect.
1	Defend dietary goals in light of current research.	Weekly Reading Journal, Research Paper
2	Examine personal values, attitudes and expectations to enhance self-awareness for greater effectiveness as a social work professional.	Field Instructor Evaluation
3	Integrate terminology from literary history into writing.	Research Paper

Application for a New Course v10.7

Discard instructional pages A-C before submitting application

Course ID (<i>Subject and Number</i>)	JMC 421
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I. Systems and Catalog Information Complete each item.

1	Course Developer	Nathan Gibbs
2	Course Instructor	Cade White
3	Course Title	Promotional Video Practicum
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	1
8b.	Number of contact hours – lab/activity	3
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)	Service-learning course focused on producing promotional videos for clients. May include on-campus organizations and nonprofits in the Abilene community.
18	List any prerequisites (course/s, test scores, class standing, major, etc.)	JMC 261, JMC 265
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
22b	Will the course be offered in spring terms?	☐ No ☒ Yes, odd years
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	☒ No ☐ Yes

	plan it supports? <i>This is rare, and rationale should explain compelling extenuating circumstances.</i>	If yes, provide rationale:
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 is required of all Multimedia majors. JMC 321 Student Media Lab was previously required twice by Multimedia majors, but now will be only required once with the addition of this course.

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

This course creates an experiential learning opportunity in alignment with the strategic plan of the university. It was designed as part of the Experiential Learning Development Program. Through a partnership with the Community Foundation of Abilene, students will now experience service learning by producing free promotional videos for nonprofits. This creates a powerful connection between the mission of the university and how it can be applied in their area of study in a way that had not previously been as clearly articulated in the curriculum.

III. Course Design

- A. Audience and Course Goal

1. Describe the intended audience, including prerequisite skills.

The goal of this course is for students to develop and use professional skills in service of others by producing promotional videos for organizations that contribute to the local community.

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

This course is a required course for Multimedia majors in the Department of Journalism and Mass Communication.

B. Student Learning Outcomes and Measurements

	Student Learning Outcome	Measurement
1	Conduct research and planning to develop a scope of work that meets client needs	Research notebook, Production plan
2	Effectively use lighting, audio and video to film interviews and other footage on location	Interviews, B-roll footage
3	Make appropriate editing decisions in selecting media that promotes client objectives	Promotional videos
4	Produce work free of legal or ethical concerns	Music research, Final Exam
5	Understand the role of community service within the scope of Christian service	Reflections

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.

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 421 Promotional Video Practicum

Credit hours: 1-3-3

Semester and year: Spring 2023

Class time: Tuesday 3 - 3:50 p.m.

Class lab: Tuesday 4 - 6:50 p.m.

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

Prerequisites/corequisites: JMC 261, JMC 265

Catalog description: Service-learning course focused on producing promotional videos for clients. May include on-campus organizations and nonprofits in the Abilene community.

Intended audience: This course is a required course for Multimedia majors in the Department of Journalism and Mass Communication.

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

The primary coursework for this class consists of producing three promotional videos for clients:

- Client 1: Department of Journalism and Mass Communication
- Client 2: On campus organization
- Client 3: Off campus nonprofit organization

Professional practices in this course include:

- Research and planning
- Lighting interviews
- Conducting interviews
- Shooting footage
- Writing scripts
- Music editing
- Copyright

Format of Class

Format of Class: This class is a professional practice class that involves organizations outside of class. This means professional attire and communication practices are expected. Much of this course will be completed in teams and outside of class. This requires diligent effort to confirm availability to avoid conflicts with clients. 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: *Corporate Video Production*, 2nd ed., 2016. Sweetow.

Other materials: LinkedIn Learning

Learning Outcomes

Course goal: The goal of this course is for students to develop and use professional skills in service of others by producing promotional videos for organizations that contribute to the local community. By the end of this course, students will be able to:

Competency	Measurement Instrument
conduct research and planning to develop a scope of work that meets client needs	Research notebook, Production plan
effectively use lighting, audio and video to film interviews and other footage on location	Interviews, B-roll footage
make appropriate editing decisions in selecting media that promotes client objectives	Promotional videos
produce work free of legal or ethical concerns	Music research, final exam

understand the role of community service within the scope of Christian service	Reflections
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Assessment and Grading

Assessment Activities	Grades Possible	Weighting
Attendance and Participation	150	15%
Research notebook and production planning	150	15%
Interviews and footage	100	10%
Post production editing	100	10%
Canvas modules	100	10%
Reflections	300	30%
Final exam	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
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.

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

	Schedule
Week 1	Research and planning
Week 2	On-site production
Week 3	Editing
Week 4	Promotional Video 1, Reflection 1
Week 5	Research and planning
Week 6	On-site production
Week 7	Editing
Week 8	Promotional Video 2, Reflection 2
Week 9	Research and planning
Week 10	Client meetings
Week 11	On-site production
Week 12	On-site production
Week 13	Editing
Week 14	Promotional Video 3, Reflection 3
Week 15	Reflection 4
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 421 – Promotional Video Practicum

After reviewing the course application and syllabus, 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

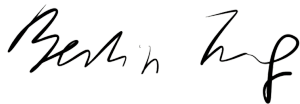
Re: Review of JMC 421

Dear Professor Gibbs,

Thank you for submitting the application for the course JMC 421 Promotional Video Practicum. 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 Hef". The signature is fluid and cursive, with the first name "Beth" and the last name "Hef" 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 2023

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 421

Promotional Video Practicum

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

Course includes access to cinema 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

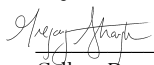


Department Chair

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