

Bachelor of Science Communications Media/Media Production-NewTrk-2016-02-11

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Form Information



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First Step: **ONLY** change the text in the [brackets] so it looks like this: **Bachelors in Criminology Pre-Law-NewTrk-2015-08-10**

- ***If DUAL LISTED list BOTH courses in the page title***

Second Step: CliS03 Tmr4Proposer*

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| Contact Person* | B. Gail Wilson | Contact Email* | bgwilson@iup.edu |
| Proposing Department/Unit* | Communications Media | Contact Phone* | 7-3210 |

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| (A) Track Title: * | Media Production |
| (B) Degree Designation:* | Bachelor of Science |
| (C) Program Name:* | Communications Media |
| (D) List number of credits:* | 44 |
| (E) Course Level:* | undergraduate-level |

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| <p>(F) Narrative Catalog Description:*</p> | <p>The department offers a Bachelor of Science degree program in Communications Media, with two tracks as well as two minors, one in Communications Media and one in Educational Technology. The Communications Media minor is an 18-credit program designed to complement any major. The Educational Technology minor is a 24-credit program designed for students who are completing a teaching degree. The department also serves preservice teachers and other students who are required to complete COMM 103.</p> <p>Students majoring in Communications Media may select one of two tracks: Media Studies or Media Production. The Media Studies Track seeks to broadly educate students in communications media by encouraging them to develop their communication skills, written, oral, and visual. Courses include components to develop critical thinking, collaboration, and research skills. The flexibility of the program allows students to explore a range of courses in media theory, criticism, culture and current media issues. Beginning level production courses introduce concepts of producing media messages.</p> <p>Students who seek a more rigorous production experience will find that in the Media Production Track. In this track, students will take a set of five COMM production courses that will help them to acquire higher-level production skills. Students will learn the foundational skills associated with their chosen production area and learn to use contemporary postproduction software and equipment. This more specialized track will prepare students for employment in various production fields, including video, audio, radio, graphics, photography and games.</p> <p>With 21 credits of required out of department electives, Communications Media students in either track are highly encouraged to pursue a minor in another program that complements their degree in Communications Media.</p> <p>The department faculty offers a wide variety of experience in all areas of Communications Media. With the combination of classroom work and the required internship program, departmental graduates are competitive candidates for positions in various areas. Students graduating from this program have obtained positions in areas such as radio, television, cable television, public relations, advertising media, media relations, and corporate media relations.</p> <p>Students changing majors from other academic departments within the university are required to be in good academic standing before the transfer will be approved.</p> |
| <p>(G) List of Program Requirements in catalog layout including course numbers, titles, credits and any footnotes.*</p> | <p>Bachelor of Science - Communications Media/Media Production Track</p> <p>Liberal Studies: As outlined in Liberal Studies section 46-47</p> <p>with the following specifications:</p> <p>Mathematics: 3cr</p> <p>Social Science: PSYC 101</p> <p>Liberal Studies electives: 6cr, BTED/COSC/IFMG 101</p> <p>Major: 44</p> <p>Required courses: (1)</p> <p>COMM 101 Communications Media in American Society 3cr</p> <p>COMM 150 Aesthetics and Theory of Communications Media 3cr</p> |

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| <p>(H) Student Learning Outcomes*</p> | <p>Develop content in the areas of communication theory, psychology, educational psychology, educational psychology, (learning theory, propaganda, and persuasion, aesthetics, motivation).</p> <p>Develop students' research, analytical, presentation, writing and communications skills.</p> <p>Prepare students to understand the effects of media and communications.</p> <p>Foster students' creative understanding and applications of communications media.</p> <p>Develop an understanding of the legal and regulatory environment of communications media.</p> <p>Develop proficiency and competence in current technology and software for communications media.</p> <p>Apply communications theory and technology skills to selected production and design including: graphics, audio, photography, television, radio, gaming and Internet.</p> <p>Apply theory and communications technical skills in at least one experiential education opportunity appropriate to a selected standard.</p> |
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Rationale for Proposal

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| <p>(I) Why is this track being proposed?*</p> | Empty space for rationale |
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Are Resources Available/Sufficient for this Course?

Is the Proposal Congruent with the College Mission?

Has the Proposer Attempted to Resolve Potential Conflicts with Other Academic Units?

Comments:

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