Proposal Of A New Undergraduate Or Graduate Program

This document should not exceed 3-5 pages in length.

1. Proposing College / School: College of Liberal Arts
   Department: Communication and Journalism

2. Proposed Program Title: Visual Media Track Option

3. CIP Code of Proposed Program: 09.0701

4. Proposed Implementation Date: Fall 2013

5. Relationship of Proposed Program to the Auburn University Mission Statement and Strategic Plan:
   (Auburn University's mission statement may be accessed at the following site: http://www.auburn.edu/administration/trustees/policy_manual/vision_and_mission.html; Auburn University's strategic plan may be accessed at the following site: http://ocm.auburn.edu/strategic_plan/)

The Visual Media track will provide students with the conceptual framework, historical context, and technical skills necessary for the production of digital artworks and the effective use of digital communication. Through the creative application of technology, students will learn to produce projects which fall within traditional media, including documentary and narrative film, and within new media, including interactive media for the web. The computer will be treated as both a tool and a site for creative exploration. In the tradition of the liberal arts, ideas will be considered as important as the techniques and tools used to express them.

The Visual Media Track is a direct response to the University's strategic goals that seek to strengthen learning and teaching by taking "advantage of students' readiness as digital learners to absorb computer-delivered content" and to "incorporate service and collaborative learning." Establishing the Visual Media Track will promote Auburn's strategic goals of "elevating academics and enriching the undergraduate experience" by engaging students in a cross-disciplinary approach to visual problem-solving. In their senior year, visual media students will collaborate as a team on a research/creative project under the direction of a resident scholar or artist.

6. Expected Program Outcomes and Assessment Methods:
   (Expected outcomes must be stated clearly and must include student learning outcomes and an assessment plan for ascertaining the extent to which the expected outcomes are achieved and for designing improvements based on an analysis of assessment results.)

Outcomes
1. Students will understand the basic strategies for developing and expressing ideas suitable to audio-visual and interactive expression. This includes the abilities to:
   1a. Develop and revise an original idea.
   1b. Critically evaluate an original idea.
2. Students will develop aesthetic and technical skills for the creation of audio-visual and interactive projects. This includes the abilities to:
   2a. Create a form which best expresses the project ideas.
   2b. Demonstrate effective use of the relevant media, techniques, and tools necessary to create the project.
3. Students will communicate and co-ordinate clearly with others in a problem-solving context. This includes the abilities to:
   3a. Express clearly and effectively in writing, orally, and graphic form the project ideas.
   3b. Consider and evaluate multiple perspectives or opposing points of view.

Assessment
1. Portfolio Assessment: A portfolio of students' work from the capstone course will be assessed for each of the
7. Degree Requirements (Including All Formal Options):

(For programs at the undergraduate level, please provide a curriculum model for the program as well as for each formal option.)

Proposed Visual Media track
Radio/TV/Film Major

Department Core (Required of all CMJN majors, 3 hours):
CMJN 2100: Concepts in Communication & Journalism*
*Pre-requisite for RTVF 3300

Major Core (Required of all RTVF majors, 27 hours)
RTVF 2420: Introduction to Filmmaking (3) (formerly RTVF 3420)
RTVF 2700: Introduction to Visual Media (3)
RTVF 3100: Intermediate Filmmaking (3) (formerly RTVF 4100)
CMJN 3350: Visual Communication (3)
RTVF 3300: Introduction to Mass Communication (3)
RTVF 3350: Writing for RTVF
RTVF 3820: Sequence Design (3) (formerly RTVF 4820)
RTVF 4920: Internship (3)
RTVF 4940: Visual Media Projects (3)

Major Electives Group One
Select 3 of the following (9)
RTVF 2800: Multimedia Production
RTVF 3210: Soundtracks
RTVF 3580: Reproducing Popular Culture
RTVF 3970: Special Topics
RTVF 4200: History of American Broadcasting
RTVF 4210: Pop Culture and Mass Media
RTVF 4240: Women & Media
RTVF 4260: Media & Reality
RTVF 4280: Diversity Issues & Mass Media
RTVF 4297: Special Topics (professional)
RTVF 4300: Broadcast Programming & Criticism
RTVF 4310: Media & Society
RTVF 4320: Broadcast Management
CMJN 4330: Media Law & Regulation
RTVF 4340: TV and Family
RTVF 4350: Media Relations
RTVF 4360: History of International Cinema
RTVF 4370: Media & Religion
RTVF 4380: History of American Film Industry
RTVF 4390: Film Authors
RTVF 4410: Advanced Broadcast News Production
RTVF 4420: History of Media Technology
RTVF 4580: Fame, Celebrity and Media Culture
RTVF 4970: Special Topics
RTVF 4800: Advanced Multimedia Production

Major Electives Group 2
Select 2 of the following courses (6)
COMM 3110: Persuasive Discourse
COMM 3450: Intercultural Communication
COMM 3500: Human Communication
COMM 3600: Rhetoric
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<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>ENGL 1100 English Composition I</td>
<td>3</td>
</tr>
<tr>
<td>Core History1</td>
<td>3</td>
</tr>
<tr>
<td>Core Social Science</td>
<td>3</td>
</tr>
<tr>
<td>Foreign Language I (College Core)</td>
<td>4</td>
</tr>
<tr>
<td>Core Math</td>
<td>3</td>
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<td><strong>TOTAL</strong></td>
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### Spring

<table>
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<tr>
<th>Course</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ENGL 1120 English Composition II</td>
<td>3</td>
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<tr>
<td>Core Fine Arts, RTVF 2350</td>
<td>3</td>
</tr>
<tr>
<td>Core Social Science</td>
<td>3</td>
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<td>Foreign Language II (College Core)</td>
<td>4</td>
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<tr>
<td>Core Math</td>
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<td><strong>TOTAL</strong></td>
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### Sophomore

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<tr>
<th>Course</th>
<th>Hours</th>
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<tr>
<td>Core Literature3</td>
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<tr>
<td>Core Science</td>
<td>4</td>
</tr>
<tr>
<td>COMM 1000</td>
<td>3</td>
</tr>
<tr>
<td>CMJN 2100 Concepts in CMJN</td>
<td>3</td>
</tr>
<tr>
<td>RTVF 2420 Intro to Filmmaking</td>
<td>3</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>16</strong></td>
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### Spring

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<th>Course</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Core Humanities or Core Literature</td>
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<tr>
<td>Core Science</td>
<td>4</td>
</tr>
<tr>
<td>Core Social Studies or Core History</td>
<td>3</td>
</tr>
<tr>
<td>RTVF 2700 Intro to Visual Media</td>
<td>3</td>
</tr>
<tr>
<td>Electives</td>
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### Junior

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<th>Course</th>
<th>Hours</th>
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<tr>
<td>RTVF 3100 Intermediate Filmmaking</td>
<td>3</td>
</tr>
<tr>
<td>RTVF 3350 Visual Communication</td>
<td>3</td>
</tr>
<tr>
<td>RTVF 3300 Intro to Mass Communication</td>
<td>3</td>
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<tr>
<td>Approved Humanities Choice2</td>
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<td>Major Elective Group 1 or 24</td>
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<td><strong>TOTAL</strong></td>
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### Spring

<table>
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<th>Course</th>
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<tbody>
<tr>
<td>RTVF 3350 Writing for RTVF</td>
<td>3</td>
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<tr>
<td>RTVF 3820 Sequence Design</td>
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<tr>
<td>Major Electives Group 1 or 24</td>
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TOTAL 15

Senior

Fall Hours
RTVF 4940 Visual Media Projects 3
Major Electives Group 1 or 24 3
Electives 6
TOTAL 12

Spring Hours
RTVF 4920 Internship 3
Electives 11
TOTAL 14

1 HIST 1210/HIST 1217 HIST 1220/HIST 1227 may be used, but if so, SLO 9 MUST be covered by a Social Science or Humanities Selection.
2 One Core Humanities choice must cover SLO 3.
3 Students must complete either a sequence.
4 Group 1 and 2 Electives are listed below.

8. Specific Admission and/or Continuation Requirements:
N.A.

9. Existing Courses and New Courses Required:
Existing courses: CMJN 2100, CMJN 3350, RTVF 3300, RTVF 3420, RTVF 3350, RTVF 4100, RTVF 4829, RTVF 4920
New Courses: RTVF 2700, RTVF 4940

10. Relationship of Proposed Program to Other Auburn University Programs:
(If "yes" for either item, please provide explanation in the space provided below.)

Will the program support or be supported by other program(s) at Auburn University? ☑ Yes ☐ No

Will this program replace any existing program(s), or specializations / options / concentrations within existing program(s) at Auburn University? ☐ Yes ☑ No
11. New or Additional Resources / Resource Shifting Required:

(If "yes" for any item, please provide explanation in the space provided below.)

- Will additional faculty lines be required?  ☐ Yes  ☐ No
- Will new or additional space (e.g.: laboratory or classroom) be required?  ☐ Yes  ☐ No
- Will additional library resources be required?  ☐ Yes  ☐ No
- Will additional GTA support be required?  ☐ Yes  ☐ No

Explanation of provision for new or additional resources / explanation of program’s support or replacement of other programs:

Visual Media Track will be supported by the RTVF program in the Department of Communication and Journalism. The Visual Media Track is to be a track within the RTVF degree, not a free-standing major. No other digital media program like it exists in the College or University. The current RTVF program teaches a smorgasbord of digital production courses that have no common curricular goal. Only two of the production courses are sequenced and this is a recent change. The result is that our classes are largely composed of students with disparate levels of digital-production experience, including some who are absolute beginners and some who are quite advanced. These courses do not serve our students well. The proposed track will have a single overriding curricular goal with sequenced courses.

In the future, as more resources become available, we imagine collaborating with other departments and colleges to include areas such as animation and gaming.

12. Potential Duplication of Other Programs in the State:

(If the program would overlap with or duplicate a similar offering at another institution in the state, articulate the program’s necessity and/or any differences from similar programs.)

The Time-Based Media Area in the Visual Arts Department at UAB is the only state program at all similar to the one we are proposing. For reasons discussed below, we think the demand for such programs is great now and will become greater.

13. Collaboration With Other Institutions:

(Indicate whether or not the proposed program will — either immediately or in the future — involve collaboration with other post-secondary institutions. If so, provide all relevant details.)

N.A.

14. Distance Education:

(If Distance Education will be incorporated in the delivery of the proposed program, provide details of implementation, scope, etc.)

N.A.

15. Documented Need for Proposed Program:

(Elaborate upon the methodology used to appropriately assess regional, state, or national need and/or student demand for program.)

The Visual Media Track addresses the necessity of teaching students how to express ideas by means of digital images, whether by film, television, the internet, or mobile devices. This will prepare them for jobs in a global community in which an ever-increasing variety of media formats are used to visually convey ideas and information across an ever-increasing number of fields. Most of our peer universities have long since recognized the need to offer such programs. For example, the University of Georgia and the University of Tennessee began programs in 2004, while the University of Florida started a set of programs in 2000. Auburn would be the first major SEC university in Alabama to have such a program.

Spring 2012, the on-site evaluation team for the Accrediting Council on Education in Journalism and Mass Communication reviewed our department’s curriculum. They expressed concern that our department has no digital media program. They were relieved to learn that we are proposing one. They expressed confidence that the program we are proposing would meet the standards of the Council.
16. Employment Opportunities:
(Provide specific examples of employment opportunities anticipated for graduates of the proposed program.)

The Visual Media track is designed to provide students the necessary foundation for a wide variety of jobs in digital media, including careers in interactive web design, filmmaking, motion graphics design, and related fields that involve digital image production, design, display, and exhibition.