Proposal Form For Addition And Revision Of Courses

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

2. Course Prefix and Number: RTVF 2700  
3. Effective Term: Fall 2013

4. Course Title: Introduction to Visual Media  
   Abbreviated Title (30 characters or less): Intro Visual Media

5. Requested Action:  
   - ☐ Renumber a Course  
   - ☐ Add a Course  
   - ☐ Revise a Course
   - Current Course Number:  
   - Proposed Course Number:  
   - Type of Revision:  

6. Course Credit:  
   Contact/Group Hours | Scheduled Type (e.g.: Lab, Lecture, Practicum, Directed Study) | Weekly or Per Term? | Credit Hours | Anticipated Enrollment
   Total Credit Hours: 3

   - Maximum Hours (Repeatability): 3
   - Studio

7. Grading Type:  
   - ☐ Regular (ABCDF)  
   - ☐ Satisfactory/Unsatisfactory (S/U)  
   - ☐ Audit

8. Prerequisites, Co-Requisites:  
   - Prerequisite(s):  
   - Co-Requisite(s):  
   - Pre/Co-Requisite(s):

9. Restrictions:  
   - ☒ College  
   - ☐ Major  
   - ☐ Standing  
   - ☐ Degree

10. Course Description:  
   Introduction to basic visual media production with emphasis on visual principles, terminology and compositional structure for various media types.

11. May Count Either  
   Program Type (e.g.: minor, major, etc.) | Program Title (e.g.: MS in Chemistry, Performance Option, Minor in Art) | Requirement or Elective? (required or optional?)
   - elective

12. Affected Program(s):  
   (Respond "N/A" if not included in any program)

13. Overlapping or Duplication of Other Units' Offerings:  
   (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
   - ☐ Applicable  
   - ☐ Not Applicable
14. Justification: This course will teach students creative problem solving through the production and study of visual media concepts and projects. Concepts and skills learned will directly build on other production classes in RTVF. This course is focused on foundational understanding of design principles, visual elements and communication tools. This course teaches students to build their visual skills and understanding on a broader sense to then focus into various visual media fields and technologies.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources: No new resources are required. Existing faculty and resources are sufficient to meet the demands of the course.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond "Not Applicable")

16. Student Learning Outcomes: Explore the role of concept development, typography, color, compositional emphasis and balance. An understanding of time-based structures and constructing messages visually. Understand industry terminology in reference to digital photography, audio, web, and other channels. Learn how to implement conceptual and aesthetic techniques with current software and hardware packages. Think creatively, critically, and be able to articulate thoughts effectively.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

WEEK 1 Visual Media Introduction
Readings: Evolution of Visual Media Handout

WEEK 2 Design Principles
Learn the fundamentals of design and related principles.

WEEK 3 Structure and Composition
Articulating the connotation of movement, sound, image, symbol, camera view, typographic gesture, and pacing. Readings: Structure and Compositional Handout

WEEK 4 Project 1 Structure and Camera Composition
Project 1 details will be given in class.

WEEK 5 Visual Media Management / Terminology
Learn proper file management techniques for various software applications. Learn industry terminology concepts for digital applications.

WEEK 6 Still Image Visual Sequencing
Fundamental understanding of image sequence and the timeline through still image creation. Project 2 details will be given in class.

WEEK 7 Critique and Evaluate
How to professionally critiques and evaluate projects. Readings: Art of the Critique Handout

Mid-Term Exam

WEEK 8 Still Image Sequencing Project Workweek
Project 2 Still Image Sequence Due
WEEK 9 Conceptual Development
Explanation and techniques for developing ideas and visual storyboarding.
Readings: Developing Ideas Handout

WEEK 10 Audio, Color and Typography
Fundamentals of sound, color and typography with discussions on theory and usage.
Project 3 details will be given in class

WEEK 11 Project Rendering and Compression for web.
Learn final rendering techniques and compression for digital video projects.
Readings: Fundamentals of Media Compression Handout.

WEEK 12 Web and Interactivity
Discuss the role web has with digital video and the differences between web and other interactive video based applications. Readings: Media and Interactivity Handout
Project 3 Due, Project 4 details will be given in class

WEEK 13 Project 4 process critique
In class rough draft process critique

WEEK 14 Project 4 Due
In class project 4 final presentation. Project 5 details will be given in class

WEEK 15 Project 5 process critique
In class rough draft process critique

Final Exam TBA, Project 5 final presentation

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:

FINAL GRADE BREAKDOWN
5% - Project Critique Grade - Class participation / Critique participation. Each student is expected to learn and practice being able to articulate each step of the creative process and critique his/her own project as well as others.

25% - WEEKLY ASSIGNMENTS
Assignments are graded on a 0-10 point scale. Assignments are written quizzes, current project checkpoints or small mini-projects that are task focused and may be given announced or unannounced at any time during the class. The assignments are used to judge retention of concepts, creativity, or overall understanding of software and principles.

10% - MIDTERM EXAM

60% - PROJECTS (All project will inherently focus on evaluative, conceptual and aesthetic techniques.)
10% Project 1: Emphasis design principles, compositional layout and visual balance on a 2D surface. Student Critique
10% Project 2: Explore time-based sequencing of multiple images to construct a message. Student Critique
10% Project 3: A messaging project with focus on concept development through audio, color, and typography. Student Critique
10% Project 4: Time-based project focused on delivering through web platforms. Student Critique
20% Project 5: Cumulative project based on all aspects of composition, balance, messaging, audio, color and typography. Student Critique

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)
19. Rubric and Grading Scale: Grading Scale: A = 90-100%; B = 80-89%; C = 70-79%; D = 60-69%; F = 0-59%

List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade.

20. Justification for Graduate Credit: n/a

(Included a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.).)

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Tiger Cub, Faculty Handbook, or any existing university policy.)

REQUIRED STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoenas for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g.: hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 1298 Haley Center, 844-2096 (V/TT).
Approvals

Department Head / Chair

Date: 3/12/13

College / School Curriculum Committee

Date: 4/8/2013

College / School Dean

Date: 4/9/13

Dean of the Graduate School (for Graduate Courses)

Date:

Assoc. Provost for Undergraduate Studies (for Undergraduate Courses)

Date:

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