Revision Of Undergraduate And Graduate Programs

Format For Review By University Curriculum Committee (UCC) and Graduate Council.

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

2. Title of Affected Program: Visual Media track in MDIA (RTVF)

3. CIP Code of Affected Program: 09.0102
   4. Proposed Implementation Date: Fall 2014

5. Justification:
   (Include a concise, yet adequate rationale for the revision of the program, citing accreditation, assessments (faculty, graduate, and/or external) where applicable.)
   UCC recently approved the name change from RTVF to MDIA. We need to change the course designations for the Visual Media track.

6. Current Degree Requirements (Including All Formal Options):
   (Provide the current curriculum model for the program, as well as for each formal option.)

Visual Media track (current)
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 4930: Directed Readings
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
JRNL 4410: Journalism History
JRNL 4490: Literary Journalism
PRCM 3040: Found of Public Relations

University core: 41 hours  Supporting coursework: 15 hours
College core: 8 hours  Electives: 11 hours
Major/Required: 45 hours  TOTAL: 120 hours

**Visual Media Track Curriculum Model (current)**

**Freshman**

**Fall**
ENGL 1100 English Composition I  
Core History  
Core Social Science  
Foreign Language I (College Core)  
Core Math  
**Total:** 16 hours

**Spring**
ENGL 1120 English Composition II  
Core Fine Arts, RTVF 2350  
Core Social Science  
Foreign Language II (College Core)  
Core Math  
**Total:** 16 hours

**Sophomore**
<table>
<thead>
<tr>
<th>Semester</th>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall</strong></td>
<td>Core Literature(^3)</td>
<td>3</td>
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<tr>
<td></td>
<td>Core Science</td>
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<td></td>
<td>COMM 1000</td>
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<td></td>
<td>CMJN 2100 Concepts in Communication &amp; Journalism</td>
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<td></td>
<td>RTVF 2420 Intro to Filmmaking</td>
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<td><strong>Spring</strong></td>
<td>Core Humanities or Core Literature(^3)</td>
<td>3</td>
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<td>Core Science</td>
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<td>Core Social Studies or Core History</td>
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<td>RTVF 2700 Introduction to Visual Media</td>
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<td>Electives</td>
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<td><strong>Junior</strong></td>
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<tr>
<td><strong>Fall</strong></td>
<td>RTVF 3100 Intermediate Filmmaking</td>
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<td></td>
<td>RTVF 3350 Visual Communication</td>
<td>3</td>
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<td></td>
<td>RTVF 3300 Intro to Mass Communication</td>
<td>3</td>
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<td></td>
<td>Approved Humanities Choice(^2)</td>
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<td></td>
<td>Major Elective Group 1 or 2(^4)</td>
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<td><strong>15</strong></td>
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<tr>
<td><strong>Spring</strong></td>
<td>RTVF 3350 Writing for RTVF</td>
<td>3</td>
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<tr>
<td></td>
<td>RTVF 3820 Sequence Design</td>
<td>3</td>
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<td></td>
<td>Major Electives Group 1 or 2(^4)</td>
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<tr>
<td><strong>Senior</strong></td>
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<td><strong>Fall</strong></td>
<td>RTVF 4940 Visual Media Projects</td>
<td>3</td>
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<td>Major Electives Group 1 or 2(^4)</td>
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<td>Electives</td>
<td>3</td>
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<tr>
<td><strong>Spring</strong></td>
<td>RTVF 4920 Internship</td>
<td>3</td>
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<td>Electives</td>
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</tbody>
</table>

\(^1\) 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.

## 7. Proposed Degree Requirements (Including All Formal Options):
(Provide the proposed curriculum model for the program, as well as for each formal option.)

<table>
<thead>
<tr>
<th>Visual Media track (proposed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Studies (MDIA) Major</td>
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**Department Core (Required of all CMJN majors, 3 hours):**
CMJN 2100: Concepts in Communication & Journalism*
*Pre-requisite for MDIA 3300

**Major Core (Required of all MDIA majors, 27 hours):**
MDIA 2420: Introduction to Filmmaking (3)
MDIA 2700: Introduction to Visual Media (3)
MDIA 3100: Intermediate Filmmaking (3)
CMJN 3350: Visual Communication (3)
MDIA 3300: Introduction to Mass Communication (3)
MDIA 3350: Writing for TV and Film (3)
MDIA 3820: Sequence Design (3)
MDIA 4820: Internship (3)
MDIA 4940: Visual Media Projects (3)

**Major Electives Group One**
Select 3 of the following (9)
MDIA 2800: Multimedia Production
MDIA 3210: Soundtracks
MDIA 3560: Reproducing Popular Culture
MDIA 3970: Special Topics
MDIA 4200: History of American Broadcasting
MDIA 4210: Pop Culture and Mass Media
MDIA 4240: Women & Media
MDIA 4260: Media & Reality
MDIA 4280: Diversity Issues & Mass Media
MDIA 4297: Special Topics (professional)
MDIA 4300: Broadcast Programming & Criticism
MDIA 4310: Media & Society
MDIA 4320: Broadcast Management
CMJN 4330: Media Law & Regulation
MDIA 4340: Media and Family
MDIA 4350: Media Relations
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MDIA 4370: Media & Religion
MDIA 4380: History of American Film Industry
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MDIA 4410: Advanced Broadcast News Production
MDIA 4420: History of Media Technology
MDIA 4580: Fame, Celebrity and Media Culture
MDIA 4930: Directed Readings
MDIA 4970: Special Topics
MDIA 4800: Advanced Multimedia Production

**Major Electives Group 2**
Select 2 of the following courses (6)
Visual Media Track Curriculum Model (proposed)

**Freshman**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ENGL 1100 English Composition I</td>
<td>3</td>
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<tr>
<td>Core History¹</td>
<td>3</td>
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<tr>
<td>Core Social Science</td>
<td>3</td>
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<td>Foreign Language I (College Core)</td>
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<tr>
<td>Core Literature³</td>
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<td>Electives</td>
<td>3</td>
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</table>
## Junior

### Fall
- MDIA 3100 Intermediate Filmmaking: 3 hours
- MDIA 3350 Visual Communication: 3 hours
- MDIA 3300 Intro to Mass Communication: 3 hours
- Approved Humanities Choice: 3 hours
- Major Elective Group 1 or 2: 3 hours
- **Total:** 15 hours

### Spring
- MDIA 3350 Writing for TV and Film: 3 hours
- MDIA 3820 Sequence Design: 3 hours
- Major Electives Group 1 or 2: 9 hours
- **Total:** 15 hours

## Senior

### Fall
- MDIA 4940 Visual Media Projects: 3 hours
- Major Electives Group 1 or 2: 3 hours
- Electives: 3 hours
- **Total:** 12 hours

### Spring
- MDIA 4920 Internship: 3 hours
- Electives: 11 hours
- **Total:** 14 hours

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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.

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8. **New Courses Required:**

(Indicate which courses — if any — are part of the curriculum that are not currently offered.)

none
9. Relationship of Proposed Program to Other Auburn University Programs:

(If the proposed program revision affects any other unit and/or covers material offered by another college/school, attach correspondence with relevant unit.)

Will the program revision affect other program(s) and/or units at Auburn University? ☐ Yes ☐ No

Will the program revision replace any existing program(s), or specializations / options / concentrations within existing program(s) at Auburn University? ☐ Yes ☐ No

10. 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 or provision for new or additional resources / explanation of program's support or replacement of other programs:


11. Distance Education:

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


