# http://www.ric.edu/webcommunications/images/SealWithText_Small_Black.pngUNDERGRADUATE CURRICULUM COMMITTEE (UCC)PROPOSAL FORM

## Cover page roll over blue text to see further important [instructions](#instructions): please read.

**N.B. DO NOT USE HIGHLIGHT, JUST DELETE THE WORDS THAT DO NOT APPLY TO YOUR PROPOSAL**

**ALL numbers in section (A) need to be completed, including the impact ones.**

|  |  |  |
| --- | --- | --- |
| A.1. [Course or program](#Proposal) | **COMM 244 Digital media lab** |  |
| [Replacing](#Ifapplicable)  |  |  |
| A.2. [Proposal type](#type) | **Course: revision** |  |
| A.3. [Originator](#Originator) | **Brian Knoth** | [Home department](#home_dept) | **Communication** |
| A.4. [Rationale](#Rationale) | In conjunction with our request to include COMM 244 as a General Education Distribution Course option in the “Arts – Visual and Performing” category, we are modifying the course description to more explicitly address the arts category components of the course. This will help make the objectives and goals of the course clear to students. Also, adding a summer section may be needed due to increased demand as a General Education Course option.We will be updating the description to reflect the changes and adding Summer to when on offer |
| A.5. [Date submitted](#date_submitted) | **4/11/17** | A.6. [Semester effective](#Semester_effective) | **Fall 2017** |
| A.7. [Resource impact](#Resource) | *[Faculty PT & FT](#faculty" \o "Need to hire new full-time or part-time faculty? This is where you indicate if this proposal will be affecting FLH in your department/program.)*:  | **N/A** |
|  | [*Library*:](#library) | **N/A** |
|  | [*Technology*](#technology) | **N/A** |
|  | [*Facilities*](#facilities): | **N/A** |
| A.8. [Program impact](#prog_impact) | **More variety in Gen Ed. Arts distribution** |
| A.9. [Student impact](#student_impact) | **This change will have a positive impact on students because they will have a digital media arts related option in the General Education Arts category. The skills learned are relevant to many disciplines in the sense that students will be learning about creative ways to use digital media to communicate meaningful messages and stories.** |
| A.10. The following screen tips are for information on what to do about catalog copy until the new CMS is in place; check the “Forms and Information” page for updates. [Catalog page.](#catalog)  [Where are the catalog pages](#catalog)? [Several related proposals](#catalog)? Do **not** list catalog pages here. **All** catalog copy for a proposal must be contained within a **single** file; put page breaks between sections. Make sure affected program totals are correct if adding/deleting course credits. |

B. [NEW OR REVISED COURSES](#delete_if) **DELETE THE WORDS THAT DO NOT APPLY TO YOUR PROPOSAL within specific categories, but do not delete any of the categories. DO NOT use highlight. Delete this whole page if this proposal does not include a new or revised course.**

|  | Old ([for revisions only](#Revisions)) | New |
| --- | --- | --- |
| B.1. [Course prefix and number](#cours_title)  |  | **COMM 244** |
| B.2. Cross listing number if any |  | **Digital Media Lab** |
| B.3. [Course title](#title)  |  |  |
| B.4. [Course description](#description)  | Students gain the working knowledge required for the basic production of digital graphics, audio, video, and interactive media. | Students learn to create and analyze digital media in multiple forms, including still image work, motion graphics composition, audio and video production, and web design. |
| B.5. [Prerequisite(s)](#prereqs) |  |  |
| B.6. [Offered](#Offered) | **Fall | Spring** | **Fall | Spring | Summer** |
| B.7. [Contact hours](#contacthours)  |  |  |
| B.8. [Credit hours](#credits) |  |  |
| B.9. [Justify differences if any](#differences) |  |
| B.10. [Grading system](#grading)  | **Letter grade** | **Letter grade** |
| B.11. [Instructional methods](#instr_methods) |  |  |
| B.12.[Categories](#required) |  |  |
| B.13. Is this an Honors course? |  |  |
| B.14. [General Education](#ge)N.B. Connections must include at least 50% Standard Classroom instruction. | **NO** | **YES - Arts** |
| B.15. [How will student performance be evaluated?](#performance) |  |  |
| B.16. [Redundancy statement](#competing) |  |  |
| B. 17. Other changes, if any |  |

| B.18**.** [**Course learning outcomes**](#outcomes) | [**Standard(s)**](#standards) | [**How will they be measured**](#measured)**?** |
| --- | --- | --- |
| Gen Ed. outcomes for Creative/Critical Thinking (demonstrate an ability to understand and analyze digital media production workflow processes from multiple perspectives, including those of professional producers/artists, professional critics, academic experts, their student peers, and general audiences) and Arts (demonstrate a foundational understanding of the digital media arts through the analysis and creation of various digital media production projects). |  | They do this primarily through project-based work that incorporates mid-process feedback/workshop sessions, guided critique sessions, and analysis of relevant professional work, the work of their student peers (past and present), and their own creative productions. In addition, through this creative project-based production work, they are reminded to question their own assumptions and the perceived/potential assumptions of others. In the process, they also learn to anticipate and question the potential conclusions of general audiences and “experts” alike on the work they do, while also considering the impact of biases, including their own. |
| Create and communicate a story or message using a variety of digital media including still images/graphics, motion graphics, animated text, audio, video, and web pages. |  | All projects will encourage the incorporation of diverse aesthetic, cultural, and historical perspectives regarding the media arts, while still emphasizing a personal and individualized approach to storytelling and/or message communication. |
| Exhibit basic composition, design and production techniques used in digital media. |  | Through projects and tutorials |
| Identify and consider the major issues in digital media production including designing for and communicating to specific audiences, usability testing, and legal/ethical considerations. |  | Project-based work that incorporates mid-process feedback/workshop sessions, guided critique sessions, and analysis of relevant professional work, the work of their student peers (past and present), and their own creative productions. |
| Demonstrate a foundational understanding of creative digital media production techniques including still image/graphics editing and compositing, motion graphics/animation composition and design, audio/video production/editing, and web design |  | Through projects and tutorials |
| Express an ability to understand and analyze creative processes related to digital media production from multiple perspectives. |  | Through projects and tutorials |
| Question the potential assumptions and conclusions of general audiences and “experts” alike while also considering the impact of biases, including their own, on opinions of the digital media production work they do. |  | Through projects and tutorials |

| B.19. [**Topical outline**](#outline) |
| --- |
| **Description**Students learn to create and analyze digital media in multiple forms, including still image work, motion graphics composition, audio and video production, and web design.**Required Texts**Selected readings/materials/links provided online via Blackboard**Recommended Materials/Equipment****(\*if going on to other digital media production courses)*** External USB 3.0 or Thunderbolt Drive (for back-up/storage)
* Professional (circumaural) Headphones (\*not earbuds)
* SDHC (secure digital high capacity) card (class 10) for HD video recording (preferably 16 GB or larger)

\*We will discuss the equipment options (above) in class. I will provide you with a list of suggestions (with links) on Blackboard.**Required Software**All Adobe Creative Cloud software used, including Photoshop, After Effects, and Premiere Pro is available in the classroom lab and in other labs on campus. Website work will be done in WordPress and is freely available.**Video and Audio Production Gear**You can check out equipment from the Audiovisual Services Department. The policies for checkout and the list of available equipment will be posted on Blackboard. We will discuss how to decide about appropriate equipment for your work. [http://www.ric.edu/audiovisual/](https://w3.ric.edu/audiovisual)**Teaching Procedures/Learning Methods:**Most of the teaching and learning approaches will be active, experiential, participatory, collaborative, and/or project based.**Sample Schedule/Topics Outline**Week 1 Topic(s): Course Introduction, Digital Imaging Basics* Using a Mac or PC (depending on the lab)
* Intro to Digital Imaging Software, Image/Graphics File Formats, Resolution
* Digital Imaging Basics Tutorial

Week 2 Topic(s): Cameras and Scanners - Terminology and Techniques* Composing, Framing, Shooting, and Working with your own Images
* Scanning and Working with Scanned Images
* Tutorial based on topic

Week 3 Topic(s): Copyright and Fair Use, Working Creatively with Digital Images* Using Stock Photography
* Editing, Correcting, and Fine-tuning Images
* Telling a Story with Images
* Working with Digital ImagesTutorial
* **Slideshow Project** - Assigned and Discussed

Week 4 Topic(s): Working with and Compositing Layers* Combining/Compositing Images
* Related Visual Design and Composition Principles
* Tutorial based on topic
* Project Work

Week 5: Workshop Session, Projects Due* Project Work
* Mid-Process Feedback
* **Slideshow Project** – Due
* Critique Session

Week 6 Topic(s): Motion Graphics and Animated Text Introduction* Tutorial based on topic
* **Slideshow Project 2.0** - Assigned and Discussed

Week 7 Topic(s): Motion Graphics and Animated Text Composition* Redesigning your **Slideshow Project**
* Tutorial based on topic
* Project Work

Week 8: Workshop Session, Projects Due* Project Work
* Mid-Process Feedback
* **Slideshow Project 2.0** – Due
* Critique Session

Week 9 Topic(s): Introduction to Audio and Video Production, Interviewing* Time-based Visual Composition: Framing and Shooting Moving Images
* Video (and Audio) Recording, Capturing, Transferring
* Documentary, Investigative, and Research Interviewing Skills
* Introduction to Audio and Video Production Tutorial
* **Brief Interview and B-Roll Project** - Assigned and Discussed

Week 10 Topic(s): Basic Audio/Video Editing Methods* Creativity with Time-based Media
* Audio and Video Production software tools
* Editing Tutorial
* Project Work

Week 11: Workshop Session, Projects Due* Project Work
* Mid-Process Feedback
* **Brief Interview and B-Roll Project** – Due
* Critique Session

Week 12 Topic(s): Web Design Overview* Design Options
* Organizing files and material for web site
* Managing a site and assets
* Starting a site
* Tutorial based on topic
* **Final Portfolio Website Project** - Assigned and Discussed

Week 13 Topic(s): Web Design Principles* Html 5, CSS, and Basic Design Principles
* Navigation, usability, accessibility, and the difference between writing for web and print
* Tutorial based on topic

Week 14 Topic(s): Web Design Concepts* Responsive design, layout
* Creative use of color, text, images, and embedded media elements
* Tutorial based on topic
* Project Work (including past project revisions/finalizing)

Week 15: Workshop Session* Project Work
* Mid-Process Feedback

Finals Week* **Final Portfolio Website Project** - Due
* Critique Session
 |

### D. Signatures

##### D.1. Approvals

* Changes that affect General Education in any way MUST be approved by ALL Deans and COGE Chair.
* Changes that directly impact more than one department/program MUST have the signatures of all relevant department chairs, program directors, and relevant dean (e.g. when creating/revising a program using courses from other departments/programs). Check UCC manual 4.2 for further guidelines on whether the signatures need to be approval or acknowledgement.
* Proposals that do not have appropriate approval signatures will not be considered.
* Type in name of person signing and their position/affiliation.
* Send electronic files of this proposal and accompanying catalog copy to curriculum@ric.edu and a printed or electronic signature copy of this form to the current Chair of UCC. Check UCC website for due dates.

| Name | Position/affiliation | [Signature](#_Signature" \o "Insert electronic signature, if available, in this column) | Date |
| --- | --- | --- | --- |
| E. J. Min | Chair of Communication |  |  |
| Earl Simson | Dean of FAS |  |  |
|  |  |  | Tab to add rows |

##### D.2. [Acknowledgements](#acknowledge)

| Name | Position/affiliation | [Signature](#Signature_2) | Date |
| --- | --- | --- | --- |
| Jeff Mello | Dean of SOM |  |  |
| Jane Williams | Dean of SON |  |  |
| Sue Pearlmutter | Dean of SWRK |  |  |
| Don Halquist | Dean of FSEHD |  |  |