COMM 207 Online Media Production-NewCrs-2016-12-07

- The workflow icon is no longer available. Please click on the Page Status after the orange circle icon near the page title. *

Form Information

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The page you originally access is the global template version. To access the template document that progresses through the workflow, please complete the following steps:

First Step: <u>**ONLY**</u> change the text in the [brackets] so it looks like this: **CRIM 101 Intro to Criminology-NewCrs-2015-08-10**

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

Second Step: Click **"SAVE"** on bottom right

- *DO NOT TYPE ANYTHING INTO THE FIRST PAGE OTHER THAN THE TEXT IN BRACKETS*
- *Please be sure to remove the Brackets while renaming the page*

Third Step: Make sure the word *DRAFT* is in yellow at the top of the proposal

Fourth Step: Click on "**EDIT CONTENTS** "(not EDIT) and start completing the template. When exiting or when done, click **"SAVE"** on bottom right

When ready to submit click on the workflow icon and hit approve. It will then move to the chair as the next step in the workflow.

*Indicates a required field

Proposer*	James S. Lenze	**Proposer Email***	jlenze@iup.edu
Contact Person*	Vicki Ortiz	**Contact Email***	anna.ortiz@iup.edu
Proposing Department/Unit*	Communications Media	**Contact Phone***	724-357-2492

(A) Course Prefix*	*See the Registrar's List of Unavailable Course Numbers at http://www.iup.edu/WorkArea/linkit.aspx?LinkIdentifier=id&ItemID=129323* COMM
(B) Course Number*	*If Dual Listed, enter both course numbers* 207
(C) Course Title*	Online Media Production
(D) Course Level*	undergraduate-level
(E) Cross Listed*	*Dual Listed = Courses listed at two levels, such as undergraduate and graduate, masters and doctoral, etc. Cross Listed = Course has more than one prefix such as GEOG/RGPL 233* NO If YES, with:
(F) Variable Credit*	NO If YES, enter the number of credits:
(G) Variable Title*	NO If YES, enter the title(s):

(H) Number of Credits*	Class Hours:3 Lab Hours:0 Credits:3
(I) Repeatable Course*	NO If YES, please complete the following: Number of Credits that May be Repeated: Maximum Number of Credits Allowed to be Repeated:
(J) Prerequisite (s)	
(K) Co-requisite(s)	*This means that another course must be taken in the same semester as the proposed course*
(L) Additional Information	*Check all that apply. Note: Additional documentation will be required* ** Teacher Education: Please complete the Teacher Education section of this form (below)* ** Liberal Studies: Please complete the Liberal Studies section of this form (below)* ** Distance Education: Please complete the Distance Education section of this form (below)* distance-education
(M) Recommended Class Size	YES Number (Enter Zero if No):25 If YES: (Check one of the following reasons and provide a narrative explanation) Pedagogical Explain (required): Being a production course, individualized attention from the instructor during class is a must. A greater class size will not permit enough time for the instructor to review each student's work and provide sufficient feedback so that the productions meet course standards.
(N) Catalog Description*	*Guidelines: Do not include pre/co-requisite information here. The registrar prefers a concise description of course content, beginning with an active verb.* Examines the development and production of media for online applications such as video sharing and social media sites. Discusses management, as well as the fiscal, ethical, and technological issues surrounding online media. Requires students to complete a production project where they develop and produce audio, video and other digital media components for online distribution for a social media campaign.
(O) Student Learning Outcomes*	*These should be measurable, appropriate to the course level, and phrased in terms of <u>student achievement,</u> not instructional or content outcomes* *If dual listed, indicate additional learning objectives for the higher level course.* 1. Plan a social media campaign based on a case study. 2. Develop media for online distribution in a social media campaign. 3. Create plans for fiscal, technical and practical implementation of an online media project. 4. Produce online media with audio, video, and interactive elements. 5. Analyze the efficacy of online media. 6. Demonstrate strategies for maintaining proficiency in evolving and emerging technologies for online media distribution.

(P) Brief Course Outline*

For Each
Outcome
Describe

How the
Outcome Will

Be Achieved

Week 01

Outcomes:

- Plan a social media campaign based on a case study.
- Develop media for online distribution in a social media campaign.

Topics:

- Course Introduction & Overview
- Online Media Campaigns

Week 02

Outcomes:

- Plan a social media campaign based on a case study.
- Develop media for online distribution in a social media campaign.
- Produce online media with audio, video, and interactive elements.

Topics:

- WordPress
- Campaign Ideas
- Old Rules of Marketing
- New Rules of Marketing
- Social Media & Audiences
- Blogging

Week 03

Outcomes:

- Create plans for fiscal, technical and practical implementation of an online media project.
- Produce online media with audio, video, and interactive elements.

Topics:

- Fair Use & Copyright
- Online Video
- Planning
- Producing
- Distributing
- Managing
- Online Audio
- Planning
- Producing
- Distributing
- Managing
- Formats
- Royalty Free Content

Week 04

Outcomes:

- Create plans for fiscal, technical and practical implementation of an online media project.
- Produce online media with audio, video, and interactive elements.

Topics:

- Content Rich Websites
- Blogging for Content Delivery
- Vblogs or Vlogs
- Managing a Blog
- Preproduction for Online Media
- Sitemaps
- Scripts
- Storyboards
- Shot Lists
- Talent
- Locations
- Resources

Week 05

Outcomes:

- Create plans for fiscal, technical and practical implementation of an online media project.
- Produce online media with audio, video, and interactive elements.

Topics:

- Preproduction Workshops

Week 06

Outcomes:

- Create plans for fiscal, technical and practical implementation of an online media project.
- Produce online media with audio, video, and interactive elements.

Topics:

- Social Networks
- Functions
- Audiences
- Reach
- Locating Production Equipment
- Greenscreen
- Lights
- Cameras
- Tripods
- Clothes
- Audio
- Power
- Storage

Week 07

Outcomes:

- Create plans for fiscal, technical and practical implementation of an online media project.
- Produce online media with audio, video, and interactive elements.

Topics:

- Graphics for Online Media
- Logos
- Photos
- Security and Identity
- Formats

Week 08

Outcomes:

- Create plans for fiscal, technical and practical implementation of an online media project.
- Produce online media with audio, video, and interactive elements.

Topics:

- Fundamentals of Editing
- Editing Software Options
- Managing Assets

Week 09

Outcomes:

- Create plans for fiscal, technical and practical implementation of an online media project.
- Produce online media with audio, video, and interactive elements.

Topics:

- Editing Vlogs

Week 10

Outcomes:

- Analyze the efficacy of online media.
- Demonstrate strategies for maintaining proficiency in evolving and emerging

technologies for online media distribution.

Topics:

- Formative Evaluation
- Staging the Campaign
- Peer Review

Week 11

Outcomes:

- Analyze the efficacy of online media.
- Demonstrate strategies for maintaining proficiency in evolving and emerging

technologies for online media distribution.

Topics:

- Launching an Online Media Campaign

Week 12

Outcomes:

- Analyze the efficacy of online media.
- Demonstrate strategies for maintaining proficiency in evolving and emerging

technologies for online media distribution.

Topics:

- Managing the Campaign and Online Media

Week 13

Outcomes:

- Analyze the efficacy of online media.
- Demonstrate strategies for maintaining proficiency in evolving and emerging

technologies for online media distribution.

Topics:

- Summative Evaluation
- Tracking Online Media and Campaign Progress

Week 14

Outcomes:

- Analyze the efficacy of online media.
- Demonstrate strategies for maintaining proficiency in evolving and emerging

technologies for online media distribution.

Topics:

- Reporting on Online Media Campaign
- Revisions

Week 15

Outcomes:

- Analyze the efficacy of online media.
- Demonstrate strategies for maintaining proficiency in evolving and emerging technologies for online media distribution.

Topics:

- Culminating Activity: Presenting Your Campaigns

Rationale for Proposal	
(Q) Why is this Course Being Proposed?*	Online media is an area of production that is increasingly in demand by both students and employers. Graduates seeking careers in media and communications occupations, including print and broadcast journalists, photographers, and many other areas are expected to translate information into digital media for online distribution on web sites, social media sites, and video sharing channels like YouTube and Vimeo. Additionally, the course will be part of a future interdisciplinary certificate program in online media with JRNL and ART.
(R) University Senate Summary of Rationale	*Please enter a single paragraph summary/rationale of changes or proposal for University Senate.* Online media is an area of production that is increasingly in demand by both students and employers. Graduates seeking careers in media and communications occupations, including print and broadcast journalists, photographers, and many other areas are expected to translate information into digital media for online distribution on web sites, social media sites, and video sharing channels like YouTube and Vimeo. Additionally, the course will be part of a future interdisciplinary certificate program in online media with JRNL and ART.
(S) How Does it Fit into the Departmental Curriculum?*	*Check all that apply* Controlled Production Elective: This course will be one of the production electives that may be utilized in the Mass Media Track of the BS in Communications Media. If Other, please explain: Once approved, COMM 207, will be added to all three Communications Media tracks as a basic production course option.
(T) Is a Similar Class Offered in Other Departments?*	NO Please Provide Comment: This course content is not offered by any other department on campus.
(U)Does it Serve the College /University Above and Beyond the Role it Serves in the Department?*	YES Please Provide Comment: The Communications Media department is working with JRNL and ART to develop an interdisciplinary certificate in Online Media that will include this course and courses from the other two departments as well as a selection of electives. We anticipate that certificate being proposed through the curriculum system in the Spring 2017 semester.
(V) Who is the Target Audience for the Course?*	Course Designed for Certificate Department Elective Course Designed for Majors If Other, please explain:

(W) Implications for Other Departments*	A. What are the implications for other departments?
	(For Example: overlap of content with other disciplines, requirements for other programs)
	This course will work with the efforts those departments that participate in the Online Media Certificate program. It has no negative impact on any other program.
	B. How have you addressed this with other department(s) involved? What was the outcome of that attempt?
	Those departments working on the interdisciplinary Online Media Certificate program are aware of the course and its intent.
(X) Attach Supporting Documents for Implications, if Necessary	**File Modified**
(Y) Are the Resources Adequate?*	(i.e. faculty, space, equipment, laboratory supplies, library materials, travel funds, etc.)
	YES
	Please Provide Comment:
	The university has adopted Campus Press which is a variation of Word Press. That platform is sufficient for the creation of online media such as blogs and websites. Additionally, the university has sufficient labs and software for the course.

Distance Education Section

- Complete this section only if adding Distance Education to a New or Existing Course

If Completing this Section, Check the Box to the Right:	**NOTE: you must check this box if the Course has previously been approved for Distance Education**
	distance-education
Course Prefix /Number	COMM 207
Course Title	Online Media Production
Type of Proposal	*See CBA, Art. 42.D.1 for Definition*
	online
Brief Course Outline	*Give an outline of sufficient detail to communicate the course content to faculty across campus. It is not necessary to include specific readings, calendar or assignments*
	As outlined by the federal definition of a "credit hour", the following should be a consideration regarding student work - For every one hour of classroom or
	direct faculty instruction, there should be a minimum of two hours of out of class student work.
	Outline

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    - Managing
    - Online Audio
        - Planning
        - Producing
        - Distributing
        - Managing
        - Formats
        - Royalty Free Content

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    - Locations
    - Resources

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Rationale for Proposal (Required Questions from CBA)	
How is/are the instructor (s) qualified **in the Distance Education delivery** **method as well as the discipline?**	Dr. James Lenze is the author of this course proposal. Dr. Lenze has a Ph.D. in Instructional Systems Design from Penn State. He has a bachelors degree in Communications Media from Indiana University of Pennsylvania. He designed is first online course in 1994. He has since designed online courses at the associate's, bachelor's, master's, and doctoral levels. He authored the proposal for online Bachelor's of Science in Communications Media at IUP. He has taught over two dozen different courses online, including master's and doctoral level courses on how to design and manage distance learning courses.
For each outcome in the course, describe **how the outcome will be achieved using** **Distance Education technologies.**	1. Plan a social media campaign based on a case study. - Lectures are presented using video lectures recorded by Dr. Lenze. Students read chapters, watch the lecture videos, and then interact with Dr. Lenze using an asynchronous discussion board via D2L. 2. Develop media for online distribution in a social media campaign. - Students will utilize the Virtual Computer Lab (VCL) application available through IT services. This will give them access to programs such as Adobe Premiere, Photoshop, and Illustrator. They will complete online tutorials and guided assignments using these applications. These will be submitted using their Campus Press accounts. Additionally, students will deliver their final presentations via video. They will be trained to structure their presentations as short YouTube videos, will upload the presentations to their YouTube accounts, and submit the URL so that the instructor may watch them. Feedback will be provided via D2L. 3. Create plans for fiscal, technical and practical implementation of an online media project. - Lectures are presented using video lectures recorded by Dr. Lenze. Students read chapters, watch the lecture videos, and then interact with Dr. Lenze using an asynchronous discussion board via D2L. Additionally, students will submit assignment work to Dr. Lenze who will review the plans and provide feedback via D2L. 4. Produce online media with audio, video, and interactive elements. - Students will utilize the VCL application available through IT services. This will give them access to programs such as Adobe Premiere, Photoshop, and Illustrator. They will complete online tutorials and guided assignments using these applications. These will be submitted via their Campus Press accounts. As stated earlier, students will also deliver their final presentations as YouTube videos. Feedback will be provided via D2L. 5. Analyze the efficacy of online media. - Lectures are presented using video lectures recorded by Dr. Lenze. Students read chapters, watch the lecture videos, and then interact with Dr. Lenze using an asynchronous discussion board via D2L. Additionally, students will submit assignment work to Dr. Lenze who will review the plans and provide feedback via D2L. 6. Demonstrate strategies for maintaining proficiency in evolving and emerging technologies for online media distribution. - Lectures are presented using video lectures recorded by Dr. Lenze. Students read chapters, watch the lecture videos, and then interact with Dr. Lenze using an asynchronous discussion board via D2L. Additionally, students will submit assignment work to Dr. Lenze who will review the plans and provide feedback via D2L.
How will the instructor-student and **student-student interaction take place?** **(if applicable)**	Students will be able to interact with Dr. Lenze via D2L using the Discussion Board and email features. Dr. Lenze will provide feedback via D2L.

How will student achievement be evaluated?	**Evaluation Methods:** *Production Assignments – 800 Points* Online Media Proposal.. 200 points Preproduction Package.. 200 points Online Media Package.. 200 points Online Media Revision.. 100 points Campaign Media Presentation.. 100 points *Media Evaluation Assignments – 60 Points* Formative Evaluation Report.. 20 points Progress Report 1.. 10 points Progress Report 2.. 10 points Summative Evaluation Report.. 20 points *Quizzes – 140 Points* Quiz 1.. 20 points Quiz 2.. 20 points Quiz 3.. 20 points Quiz 4.. 20 points Quiz 5.. 20 points Quiz 6.. 20 points Quiz 7.. 20 points * Final Exam.. Optional
How will academic honesty for tests **and assignments be addressed?**	Most of these assignments require the student to appear on the video. They will not be able to utilize the work of others for this reason. Additionally, the assignments are somewhat unique. It will be difficult to find and pirate work online. Finally, Dr. Lenze will utilize technologies such as Turnitin and Google to verify that work is original.

Liberal Studies Section

- Complete this section only for a new Liberal Studies course or Liberal Studies course revision

If Completing this Section, **Check the Box to the Right:**	**NOTE: you must check this box if the Course/Program has previously been approved for Liberal Studies**

Liberal Studies Course Designations (Check all that apply)	
Learning Skills:	
Knowledge Area:	

Liberal Studies Elective	*Please mark the designation(s) that apply - must meet at least one*
Expected Undergraduate Student **Learning Outcomes** **(EUSLOs)**	*Describe how each Student Learning Outcome in the course enables students to become Informed Learners, Empowered Learners and/or Responsible Learners* *See http://www.iup.edu/WorkArea/DownloadAsset.aspx?id=181694*
Description of the Required **Content for this Category**	*Narrative on how the course will address the Selected Category Content*
All Liberal Studies courses are required to include perspectives on cultures and have a supplemental reading. **Please answer the following questions.**	
Liberal Studies courses must include **the perspectives and contributions** **of ethnic and racial minorities and** **of women whenever appropriate to** **the subject matter. Please explain** **how this course will meet this** **criterion.**	
Liberal Studies courses require the **reading and use by students of at** **least one non-textbook work of** **fiction or non-fiction or a collection** **of related articles. Please describe** **how your course will meet this** **criterion.**	

Teacher Education Section

- Complete this section only for a new Teacher Education course or Teacher Education course revision

If Completing this Section, **Check the Box to the Right:**	**NOTE: you must check this box if the Course/Program has previously been approved for Teacher Education related items**
Course Designations:	
Key Assessments	

	For both new and revised courses, please attach (see the program education coordinator):
	• The Overall Program Assessment Matrix • The Key Assessment Guidelines • The Key Assessment Rubric
	File **Modified**
	No files shared here yet.
	• Drag and drop to upload or browse for files
Narrative Description of the **Required Content**	*How the proposal relates to the Education Major*

Please scroll to the top and click the Page Status if you are ready to take action on the workflow.
Please submit an ihelp if you have any questions http://ihelp.iup.edu