

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date
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**Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee**

Contact Person Dennis Ausel	Email Address dausel@iup.edu
Proposing Department/Unit Department of Communications Media	Phone 724 357 3099

**Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.**

<b>1. Course Proposals (check all that apply)</b> <input type="checkbox"/> New Course <input type="checkbox"/> Course Prefix Change <input type="checkbox"/> Course Deletion <input type="checkbox"/> Course Revision <input type="checkbox"/> Course Number and/or Title Change <input type="checkbox"/> Catalog Description Change		
<u>Current Course prefix, number and full title</u>		<u>Proposed course prefix, number and full title, if changing</u>
<b>2. Additional Course Designations: check if appropriate</b> <input type="checkbox"/> This course is also proposed as a Liberal Studies Course. <input type="checkbox"/> Other: (e.g., Women's Studies, Pan-African) <input type="checkbox"/> This course is also proposed as an Honors College Course.		
<b>3. Program Proposals</b> <input type="checkbox"/> New Degree Program <input type="checkbox"/> Program Title Change <input type="checkbox"/> Program Revision <input type="checkbox"/> New Minor Program <input checked="" type="checkbox"/> New <del>Minor</del> Certificate <input type="checkbox"/> Other Catalog Description Change		
<u>Current program name</u>		<u>Proposed program name, if changing</u>
<b>4. Approvals</b>		
Department Curriculum Committee Chair(s)	<i>B. Anderson</i>	11-11-10
Department Chair(s)	<i>J.P. Duda</i>	11/11/10
College Curriculum Committee Chair	<i>Roger Buscoe</i>	12/15/10
College Dean	<i>May Ann Rafath</i>	12/15/10
Director of Liberal Studies *		
Director of Honors College *		
Provost *	<i>John Johnson</i>	1/1/11
<b>Additional signatures as appropriate:</b>		
(include title)		
UWUCC Co-Chairs	<i>Gail Schmidt</i>	2/1/11

## **Part II. Description of Curriculum Change**

### **1. Complete Catalog Description**

#### **Communications Media Certificate in Photography and Digital Imaging Dennis Ausel, Program Coordinator**

For students who wish to obtain inclusive training in digital photography, image optimization, and display. This 18-credit program certificate will require students to take five three-credit core courses and an additional three credits of electives. Completion of the Certificate will help prepare students for positions in many fields where knowledge of photography and digital imaging is required. Majors from other departments will be able to declare a Communications Media minor along with receiving the certificate.

#### **Communications Media Certificate in Photography and Digital Imaging 18**

##### **Core Courses 15 credits**

COMM 101 Communications Media in American Society	3 cr
COMM 271 Beginning Photography	3 cr
COMM 371 Photography II: The Print	3 cr
COMM 374 Documentary Photography	3 cr
COMM 471 Electronic Imaging	3 cr

##### **Electives 3 credits**

COMM 151 Basic Lighting for Still and Motion Imagery	1 cr
COMM 201 Internet and Multimedia	3 cr
COMM 240 Communications Graphics	3 cr
COMM 251 Television Production	3 cr
COMM 335 Communications Consulting and Project Management	
COMM 390 Practicum in Communications	1 to 3 cr
COMM 408 Media Field Studies	3cr
COMM 440 Multimedia Production	3 cr
COMM 481 Special Topics	1-to 3

### **2. Detailed Description**

#### **Rationale/Justification**

The Department of Communications Media proposes an eighteen-credit formal, well-defined curriculum to be called the “Communications Media Certificate in Photography and Digital Imaging” (CPDI). The purpose of the proposed CPDI is to train individuals in specialized

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### **2. Detailed Description**

#### **Rationale/Justification**

The Department of Communications Media proposes an eighteen-credit formal, well-defined curriculum to be called the “Certificate in Photography and Digital Imaging” (CPDI). The purpose of the proposed CPDI is to train individuals in specialized photography and digital imaging skills to meet growing career opportunities in the local and national markets. Fields that hire individuals with such skills include not only photographic areas, but also architecture,



advertising, marketing, web development, medicine, forensics, sports, video game development, the travel industry, public relations, and a host of other fields.

The proposed CPDI includes existing courses only and does not involve any new courses. It does not require any new resources or additional faculty. The proposed CPDI represents a novel way to package existing courses that makes those courses more attractive to students. The CPDI will enhance the opportunities for our students to compete for positions in the workforce and will serve as an incentive to enroll in the certificate program and complete the requirements.

The core and elective courses in the proposed CPDI will provide the students with sufficient content and practical experience to give them a competitive edge in seeking employment in the broad and growing field of photography and digital imaging.

**National Demand:** A quick search using the job search engine *Indeed One Search. All Jobs.* ([indeed.com](http://indeed.com)) shows the wide variety of positions available to someone with training in photography and digital imaging. Positions listed under photography in the search ranged from architecture to web development. Another quick search in a second job bank O\*NET\*OnLine ([online.onetcenter.org](http://online.onetcenter.org)) listed many other photography and photography-related positions. On the site under the heading of “photography,” O\*NET\*OnLine states that there are 152,000 individuals currently employed in photography positions and the projected growth rate is 7% to 13%. It also notes that the projected job openings from 2008-2018 is 48,000 positions.

Finally, the US Bureau of Labor Statistics notes on its web site that “employment of photographers is expected to grow 12 percent over the 2008-2018 period, about as fast as the average for all occupations. Demand for portrait photographers should increase as the population grows. Moreover, growth of Internet versions of magazines, journals, and newspapers will require increasing numbers of commercial photographers to provide digital images.”

The skills learned in this program are not just employed by photographers. The skills acquired can be complementary to many other related fields as noted above. Almost all fields use photographs to provoke emotions, provide information, educate their public, and a host of other reasons. As a result, the knowledge gained from the proposed CPDI can be used by almost any individual who will function as a professional. In addition, photography skills acquired can be used to better capture our personal lives, and photography often becomes a lifelong avocation enriching lives in general.

**Goals of the Pennsylvania State System of Higher Education:** The proposed certificate program aligns with the State System’s strategic direction by supporting several Core Areas indentified in “Leading the Way” as framing the Pennsylvania State System of Higher Education’s effort through 2009. For example, the CPDI supports the goal listed in Core Area 1. B which is to “*enhance the quality of instruction, learning resources, and support services available to students.*” One of the strategies listed in the SSHE document to accomplish this goal states that universities should “*infuse technology in academic programs to increase the technological sophistication of graduates*” The CPDI will require students to employ up-to-date technology and think about the use of technology in almost every class. Using and understanding technology is paramount in this proposed program.

Another Core Area that the CPDI supports and aligns with is Core Area 3 “Commonwealth Service.” The first goal provided under this heading is to “*develop an array of programs designed to best meet the higher education needs of the Commonwealth.*” A strategy listed to meet this goal is to “increase the number of students majoring in, and graduating from, high-need academic programs, including selected fields in education, science, and *technology*, and healthcare-related programs.” The proposed program will encourage and train individuals to function in a field where technology savvy is not only important, but critical. This training should spill over to other areas of our students’ professional lives.

**IUP Goals:** Locally, IUP’s current strategic plan, “Advancing a Legacy of Excellence,” notes under its first goal Academic Excellence, the call for the institution to “offer new, high-quality programs based on demand, faculty strengths, and resources.” The program we intend to offer will not only be new, but it also will be high quality and in demand, and we currently have the faculty and resources to offer the program. (The Department currently has state-of-the-art photographic equipment, the most up-to-date photographic software, and a professional photographic studio. In addition, we have a variety of contemporary photographic equipment that students may check out.)

### **Credit Requirements, Sequencing and Restrictions**

Below is an outline of the core and required courses and justifications for each of the core courses.

**Core Courses:** As noted above, the CPDI will be an 18-credit certification. The core which will require the student to take 15 required credits will include the following five courses.

COMM 101	Communications Media in American Society	3cr
COMM 271	Beginning Photography	3cr
COMM 371	Photography II: The Print	3cr
COMM 374	Documentary Photography	3cr
COMM 471	Electronic Imaging	3cr

Please note that there no prerequisite conflicts in the Core Courses.

All of the courses in the core, except COMM 101 Communications Media in American Society, deal directly with the production, optimization, and display of photographs. In the Department of Communications Media we call these “production courses.” These courses are hands on, applied, and will be the heart of the program as they will help the students learn the basic and advanced skills necessary to create a photograph with a specific message.

The first course which all students will be required to complete is COMM 101 Communications Media in American Society. This course will help the students comprehend the development of photography and its relationship to the other media in the field.

The first “production” course the students will take is COMM 271 Beginning Photography. The purpose of this course is to help the students learn about photography as a tool for communications and as a lifelong leisure activity. Students learn what aesthetically makes a

good photograph, how to operate and control the camera, basic optimization techniques, and subsequently how to produce appropriate images for prints and the web.

The next core course required is COMM 371 Photography II: The Print. This course builds on the skills learned in Beginning Photography. As a result, the students learn advanced photographic techniques and refine both their camera and printing skills. Especially important in this course, students learn how to communicate an intended message with their photographs. Projects include macros photography, food photography, product photography, studio portraits, experimental portraits, and black and white imagery.

The third core requirement is COMM 374 Documentary Photography. The goal of this course is to prepare students to photograph documentary content that explores aspects of historical significance, cultural value, social change, and social injustice. Students also learn how to produce and display several series of photographs that document modern social issues and problems.

The final required course is COMM 471 Electronic Imaging. The goal of this course is to help students learn in detail how to capture, record, and transfer still images to the computer, and students subsequently use the computer to optimize and print photographic images. Students receive in-depth training with state-of-the-art image manipulation software (Photoshop). Students also learn the applications of this technology to the print and web media and examine the ethical and legal issues of image manipulation.

### **Core Courses Catalog Description (15 credits)**

**COMM 101 Communications Media in American Society**  
Required of Communications Media majors.

**3c-01-3cr**

An introduction to the evolution, status, and future of communications media. Explores intrapersonal communication through self-assessment, values clarification, and feedback; interpersonal communication through interviews, observations, case studies, and gaming; and mass communications through the examination of the processes and the technology utilized to disseminate and manage information. Career paths, field applications.

**COMM 271 Beginning Photography**  
**Prerequisite:** COMM 101 or permission

**3c-01-3cr**

Introduces beginning photography students to photography as a tool for communications and as a lifelong leisure activity. Covers basic camera operation and other means of image acquisition, imaging processing and manipulation, printing, and photo finishing. Student is required to have a camera, preferably a single-lens reflex, with fully manual focusing and exposure capability.

**COMM 371 Photography II: The Print**  
**Prerequisites:** COMM 271, permission

**3c-01-3cr**

Develops camera and print-making skills to the degree that salon-quality photographic prints can be produced. Students will understand the photographic processes utilized in producing a high-quality negative and print to the extent that they can manipulate those processes to communicate an intended message with their photographs. Emphasizes camera and print.

**COMM 374 Documentary Photography**

**3c-01-3cr**

**Prerequisites:** Junior/senior standing, COMM 101, or instructor permission

Prepares students to photograph documentary content that explores aspects of historical significance, cultural value, social change, and social injustice. Explores the differences and similarities between documentary photography and purely aesthetic photography in order to capture images focused on social and historical value. Calls for students to critically analyze documentary images, projects, photographers, and the societal impact they have made in order to create new and influential images for modern and future utilization. Students are required to have access to a digital camera.

**COMM 471 Electronic Imaging**

**3c-01-3cr**

**Prerequisite:** COMM 271 or permission

An introduction to the use of electronic still photography (ESP) for the capture, recording, and transfer of still images, and the use of computers for the storage, manipulation, and output of color and black and white photography. Extensive training in the use of software packages for image enhancement, restoration, and manipulation is provided. Students learn the applications of this technology to the print media and examine the ethical and legal issues of image manipulation.

*Please note that all courses may be taken by permission if the prerequisite is not met.*

**Elective Courses:** In addition to the core courses, the students earning CPDI are required to take three additional credits from a variety of elective courses. The courses included in this list were selected to enhance and broaden the students experience with digital imagery so that they would further realize the impact of digital images on society. The electives are listed below.

COMM 151	Basic Lighting for Still and Motion Imagery*	1cr
COMM 201	Internet and Multimedia	3cr
COMM 240	Communications Graphics	3cr
COMM 251	Television Production	3cr
COMM 335	Communications Consulting and Project Management	3cr
COMM 390	Practicum in Communications **	1 to 3cr
COMM 408	Media Field Studies	3cr
COMM 440	Multimedia Production	3cr
COMM 481	Special Topics ***	1 to 3cr

\*To be combined with practicum or a Special Topics course as needed to complete the certification program elective requirements.

\*\* Practicum must be photography related and will be approved by the department person.

\*\*\* Course must be photography related.

### **Elective Courses Catalog Description (3 credits)**

#### **COMM 151 Basic Lighting for Still and Motion Imagery**

**1c-01-1cr**

Examines the basic technical and design aspects of artificial and natural lighting in capturing still and motion imagery. Emphasizes mastery of the terminology and simulation of lighting concepts and conditions through virtual lighting software.

#### **COMM 201 Internet and Multimedia**

**3c-01-3cr**

**Prerequisite:** BTED/COSC/IFMG 101 or prior exposure to word processing and electronic mail

Focuses on the evaluation of information and multimedia resources available on electronic networks when doing research in an area of one's choice. The information literacy course is designed for students to gain a more in-depth understanding of the information resources available electronically and how to utilize them more effectively in communicating. Students learn how to access and utilize these resources for two-way communications and support for decision making while incorporating selected elements in multimedia presentations of their own design. (BTED/COMM/COSC/IFMG/LIBR 201 may be used interchangeably for D or F repeats and may not be counted for duplicate credit.)

#### **COMM 240 Communications Graphics**

**3c-01-3cr**

**Prerequisite:** COMM 101 or permission

An introduction to graphic design concepts and related processes and techniques for a variety of forms of presentation media including television, multimedia, and on-line communications for educational, corporate training, and communications specialists. Both two- and three-dimensional design and basic animation concepts are explored. Hands-on experiences using a variety of graphic software applications.

#### **COMM 251 Television Production**

**3c-01-3cr**

**Prerequisite:** COMM 101, permission

Develops basic skills in television production and direction. Consideration of operating problems of a television studio, as well as functions, limitations, and capabilities of television equipment and facilities.

#### **COMM 335 Communications Consulting and Project Management**

**3c-01-3cr**

**Prerequisite:** COMM 101

Presents the theoretical views and clinical applications of consulting skills and practices associated with and needed by communication professionals. Presented are the functions and



role of the consultant, the client's perspective on consulting, hiring a consultant, ethics in consulting, personal assessment tests, and related literature and models.

**COMM 390 Practicum in Communications**

**var-1-3cr**

**Prerequisites:** COMM 101, written permission

An opportunity with credit for students to make contributions to department and campus media-related facilities and offices including WIUP-TV, WIUP-FM, "The Penn", Media Relations, and Media Resources. Repeatable for a maximum of 6cr.

**COMM 408 Media Field Studies**

**3c-0l-3cr**

**Prerequisites:** COMM 101, junior standing, and instructor permission

A hands-on course to help students learn about the production process involving on-location production. Has three distinct phases: students begin with research and preproduction tasks on campus, may travel to a remote site to collect additional information and images, and use those images to complete a production; students are responsible for travel expenses.

**COMM 440 Multimedia Production**

**3c-0l-3cr**

**Prerequisite:** COMM 240 or instructor permission

Presents the processes and techniques of planning, designing, and producing used with interactive multimedia. Provides hands-on experiences in the use of graphics, audio, animation, video, and authoring software applications to produce an aesthetically acceptable product that meets specific objectives. Designed to meet the needs of educational media, corporate training, and communications specialists.

**COMM 481 Special Topics**

**var-1-3cr**

**Prerequisite:** As appropriate to course content

Offered on an experimental or temporary basis to explore topics not included in the established curriculum. A given topic may be offered under any special topic identity no more than three times. Special topics numbered 481 are primarily for upper-level undergraduate students.

**Restrictions and Sequencing**

The program is mainly intended for Communications Media majors; however, it might also be of interest to students from other majors. As noted above, photographic skills are useful in many professions as almost all professions use photographs in some manner. In addition, the large number of students from other majors in our Photography Club suggests it would be a popular certificate. As a result we intend to make this program available to all students across campus.

All courses, both required and electives, are offered each year. Usually several sections of COMM 271 Beginning Photography are offered each semester. The other courses are offered in the spring and fall semesters. In addition, COMM 408 Media Field Production has been offered each summer for twenty years.

## **PART III. Implementation**

### **1. Effects on students in the program**

We anticipate little effect on the students in our current program.

### **2. Faculty resources**

Since no new courses or sections are proposed, faculty resources are adequate for the proposed program.

### **3. Other resources**

The current resources are adequate to offer the program. As always, the department will need to continue to obtain ESF and other funding to keep our programs up-to-date.

### **4. Number of Students**

We do not expect to see a significant number of new students; however, we may have additional students from other disciplines.

### **5. Implementation date**

Because of the advantages a student with a certificate would have in the job market, we would like to implement this program as soon as possible. We see implementation in the fall of 2011.

## **PART IV. Periodic Assessment**

The department will do the following to evaluate the program.

1. The program will undergo an in-depth review in our Five-Year Departmental Review.
2. Once we have at least five people who have obtained the certificate, we will conduct a focus group.
3. Once we have at least twenty students who have graduated from IUP with the certification, we will conduct a survey.
4. The focus groups and survey will continue on an "as needed" basis.

Please note that this certificate program was modeled after the certificate program recently approved and now offered in the Biology Department. The general idea and some of the wording was taken from that department's proposal.