

ACADEMIC AFFAIRS COMMITTEE
February 1, 2008
Minutes

Present: Paul Matney, Bob Austin, LaVon Barrett, Robert Boyd, Diane Brice, Lynda Barksdale, Toni Gordy, Ann Hamblin, Judy Jackman, Shawna Lopez, Jerry Moller, Jim Powell, Rathna Prabhakar

Absent: Michael Kopenits, Duane Lintner, Courtney Milleson, Ed Nolte

Others:

Announcements: Several members of the Council are attending a Career Cluster meeting on campus.

BUSINESS
Management

Nail submitted a request to change the name of the Small Business Management certificate (BMGT.CERT.SBM) to Entrepreneurship.

Austin moved, seconded by Prabhakar to approve the name change from Small Business Management to Entrepreneurship. The motion carried.

LANGUAGE, COMMUNICATION & FINE ARTS
Visual Arts/Graphic Design

Boyd stated that **ARTS 2346: Ceramics I** is an appropriate course to add to the Visual and Performing Arts General Education course list. Brice asked why other courses in the Art department aren't added to the list as well. Boyd and Matney stated Amarillo College chose to offer a broad enough selection to give students multiple Fine Arts options, but not so broad that every course in the course inventory will meet the requirement. No course with a prerequisite is placed on the General Education Course List.

Austin moved, seconded by Prabhakar to add ARTS 2345: Ceramics I to the Visual & Performing Arts section of the General Education Course List. The motion carried.

Photography

Pirtle submitted a request to change **PHTC 1306: Fashion Photography** to **PHTC 2342: Fashion Photography** due to a WECM change.

Moller moved, seconded by Powell to approve the change from PHTC 1306:

Fashion Photography to PHTC 2342: Fashion Photography. The motion carried.

Mass Communication

Boyd indicated the course description for **COMM 2339: Writing for Electronic Media** is outdated and needs to be updated to reflect changes in technology. The new description is "Writing techniques for digital media production, including multimedia presentations using print, streaming audio, and streaming video. Emphasis on the format and style of each type of writing."

Barksdale moved, seconded by Powell to update the course description in COMM 2339: Writing for Electronic Media. The motion carried.

Boyd presented the request to add **COMM 2366: Introduction to Film** to the course inventory and to the Visual & Performing Arts section of the General Education Course List. The course would be cross-listed with **DRAM 2366: American Cinema**. The submission also requests to change the course title from **DRAM 2366: American Cinema** to **DRAM 2366: Introduction to Film**.

Barksdale moved, seconded by Austin to add COMM 2366: Introduction to Film to the AC course inventory and to the Visual & Performing Arts section of the General Education course list, cross-list the course with DRAM 2366: American Cinema and change the name of DRAM 2366 to Introduction to Film. The motion carried.

Boyd indicated that, after reviewing other institutions programs, the mass communication faculty determined **COMM 1335: Survey of Electronic Media** no longer meets the needs of the Mass Communication curricula. Jackson submitted a request to delete **COMM 1335: Survey of Electronic Media** from the AC course inventory and the Mass Communication curricula. She also included a request to add **COMM 2330: Introduction to Public Relations** to the course inventory.

Jackman moved, Powell seconded to remove COMM 1335: Survey of Electronic Media from the AC course inventory and the Mass Communication curricula and to add COMM 2330: Introduction to Public Relations to the AC course inventory. The motion carried.

Boyd presented the request to make the following changes in the Mass Communication program to:

- Remove **COMM 2305: Editing and Design** and add **COMM 2330: Introduction to Public Relations** in the Advertising /Public Relations option
- Add **COMM 2330: Introduction to Public Relations** to the Journalism option and choose either **COMM 2330:Introduction to Public Relations** or **COMM 2339: Writing for Electronic Media**
- Remove **COMM 1335: Survey of Electronic Media** from the Mass

Communication/Radio-TV option.

- Change **COMM 2332: Broadcast News** from an optional course to a required course
- Add **COMM 2336: Introduction to Film** as an optional course in the Radio/TV major option

Brice moved, seconded by Hamblin to approve submitted changes to the Mass Communication curriculum including the Advertising/Public Relations, Journalism and Radio/TV options. The motion carried.

Radio/TV

Boyd presented the request to replace **IMED 1351: Digital Video** with **ARTV 1351: Digital Video** and replace **IMED 2341: Advanced Digital Video** with **ARTV 2341: Advanced Digital Video** due to WECM changes.

Moller moved, seconded by Prabhakar to approve WECM changes to the Radio/TV courses. The motion carried.

Boyd presented the request to remove **COMM 1335: Survey of Electronic Media** and add **COMM 2366: Introduction to Film** to the RTVB.AAS Broadcast Production option. He also presented the request to remove **COMM 1335: Survey of Electronic Media** and add **COMM 2330: Introduction to Public Relations** to the RTVB.AAS Broadcast Sales and Marketing option.

Jackman moved, seconded by Barksdale, to approve changes to the RTVB.AAS curriculum. The motion carried.

Boyd presented the request to remove **COMM 1335: Survey of Electronic Media** and add **COMM 2366: Introduction to Film** in the RTVB.CERT Broadcast Production option. He also presented the request to remove **COMM 1335: Survey of Electronic Media** and add **COMM 2330: Introduction to Public Relations** in the RTVB.CERT Broadcast Sales and Marketing option.

Powell moved, seconded by Moller to approve changes to the RTVB.CERT curriculum. The motion carried.

SCIENCES & ENGINEERING

Moore reported AC has received approval from the Coordinating Board to add ENGR 1371: Introduction to Engineering to the engineering course inventory.

Departmental Exam Policies

Matney gave a brief description of the purpose of the "Petition for Credit Earned by

Departmental Examination” and the current process for requesting credit by department exam. Matney asked Austin, Brice and Moore to redesign the form, evaluate the cost and bring recommendations back to the Committee for implementation.

Boyd moved, seconded by Powell, to appoint Moore, Austin and Brice to 1) redesign the credit by exam form, 2) recommend a new fee and 3) bring a recommendation back to the Committee. The motion carried.

Graduation Policy

Austin indicated that institutions are being held accountable for students’ success based upon graduation rates. He has submitted a request to modify the Amarillo College Graduation Policy to include the following: “Amarillo College reserves the right to post degrees and/or certificates for current and former students who have met graduation requirements but have not formally initiated the graduation process”

Powell moved, seconded by Barksdale to add the statement “Amarillo College reserves the right to post degrees and/or certificates for current and former students who have met graduation requirements but have not formally initiated the graduation process” to the Amarillo College graduation policy. The motion carried.

ACADEMIC AFFAIRS COMMITTEE

Friday, February 1, 2008

Library 112, 9:00am

- LANGUAGE, COMMUNICATION & FINE ARTS
 - Visual & Performing Arts/General Education Course List
 - Photography
 - Mass Communication/Radio/TV
- SCIENCES & ENGINEERING
 - Received approval of ENGR 1371: Introduction to Engineering from
Coordinating Board
- DEPARTMENTAL EXAM POLICIES

• Graduation Policy

• Business

~~Small~~ Management Cert.

Attachments for
Academic Affairs Committee
Meeting:
February 1, 2008

CURRICULUM REVISIONS

1. Division/Department/Program Name:

- a. Division of Business**
- b. Management Department**
- c. Small Business Management Certificate**

2. Prepared by: Anne H. Nail, Chairman, Management Department

3. Request: Change the name of this Level One certificate program (15 semester hours) from Small Business Management to Entrepreneurship.

4. Current Catalog References: 2007-2008 Catalog, page 75

5. Affects of the Proposed Revisions:

Faculty and Staff Requirements: No changes

Facilities: No changes

Support areas: No changes

Income Projections: Possible increase in enrollment due to name change.

Program Promotion and Recruitment: Possible enhancement of promotion opportunities as a result of the name change.

Tech Prep Program: Articulation agreement is already in place.

6. Rationale: The current title of the certificate does not adequately reflect the course of study targeted by the certificate and does not communicate clearly to persons in the community what the certificate is designed to provide for the student.

7. Effective Date: Fall 2008

CURRICULUM REVISIONS
Visual Arts Department
ARTS 2346

1. Division/Department/Program:

Language Communication & Fine Arts/Visual Arts

2. Prepared by:

Kenneth Pirtle

3. Request:

The addition of ARTS 2346: Ceramics I to the approved list as a Visual and Performing Arts Elective.

2007-2008 Catalog reference page: 48

4. Rationale:

A) This course contains the visual and aesthetic content required and thus could satisfy the requirement that all graduating students successfully complete a course from the approved "Visual and Performing Arts elective." We have identified a few Texas colleges and universities that are presently offering Ceramics I as a Visual and Performing Art Elective

- Tarrant County College: Ceramics I and Ceramics II
- University of Texas Permian Basin: Ceramics I
- Texas State University: Ceramics I

There are additional colleges in Texas that accept this course as a Visual and Performing Arts elective but these particular schools responded in the affirmative to a survey.

The Texas Higher Education Coordinating Board, Lower-Division Academic Course Guide Manual, offers the following criteria for a Visual and/or Performing Arts elective.

Reference page 214

IV. Humanities And Visual And Performing Arts

The objective of the humanities and visual and performing arts in a core curriculum is to expand students' knowledge of the human condition and human cultures, especially in relation to behaviors, ideas, and values expressed in works of human imagination and thought. Through study in disciplines such as literature, philosophy, and the visual and performing arts, students will engage in critical analysis, form aesthetic judgments, and develop an appreciation of the arts and humanities as fundamental to the health and survival of any society. Students should have experiences in both the arts and humanities.

Exemplary Educational Objectives

1. *To demonstrate awareness of the scope and variety of works in the arts and humanities.*
2. *To understand those works as expressions of individual and human values within an historical and social context.*
3. *To respond critically to works in the arts and humanities.*
4. *To engage in the creative process or interpretive performance and comprehend the physical and intellectual demands required of the author or visual or performing artist.*
5. *To articulate an informed personal reaction to works in the arts and humanities.*
6. *To develop an appreciation for the aesthetic principles that guide or govern the humanities and arts.*
7. *To demonstrate knowledge of the influence of literature, philosophy, and/or the arts on intercultural experiences.*

B) This course is currently taught by Dennis Olson, MFA, at Amarillo College. Please find attached his syllabus for Ceramics I. Six of the above seven objectives (possible exception of 7) of Mr. Olson's Ceramic I course meet the objectives suggested by the THECB course manual.

5: Effects of Revision:

- K. Faculty and Staff.** Increased enrollment in ARTS 2346
- L. Equipment Required.** N/A
- M. Facilities.** N/A
- N. Support Areas.** N/A
- O. Income Projections.** N/A

6. Effective Date: Fall 2008

ARTS 2346 CERAMICS I

Dennis Olson Office Russell Hall 124A, 106A 371-5083 olson-dk@actx.edu

COURSE DESCRIPTION: Introduction to basic ceramic construction techniques, glazing and firing from a fine art viewpoint. [3 semester hours; 6 studio] No prerequisites.

COURSE OBJECTIVES: *Provide an understanding of studio ceramics as a craft and medium for aesthetic expression. *Introduce the student to the historical and cultural background of ceramics. *Provide a basic working knowledge of ceramic materials and techniques, equipment, and terminology. *Develop the students' manual, creative and problem solving skills with clay via hand built and wheel thrown projects.

TEXT: None

EQUIPMENT: Tool kit Saw-tooth rib Knife Small bucket Wax Found objects Press / drape mold forms Kitchen trash bags Vinegar Idea book Brushes

MATERIALS: Stoneware is the principle clay used in this course. Clay and glaze provided for in class use only. Work not made at AC will not be fired. Work not made by you [i.e. family, friends] will not be fired. DO NOT bring foreign clays into lab.

PROJECTS: [5] Hand-built projects utilizing pinch, coil, slab, mold, and extruded techniques.

10 Wheel formed 8 ounce+ capacity mugs, trimmed, with pulled handles.
Instruction, examples and guidelines will be provided for each project or area of concentration.

EXAMS: None

ATTENDANCE: Regular attendance is necessary for satisfactory achievement. Therefore it is the responsibility of the student to be punctual and attend class for the assigned duration. Demonstrations and instructions will not be repeated. Expected in class conduct includes cooperative clean up and organization of materials and shop equipment.

EVALUATION: This is a performance based studio art class. Final grades will be based upon the observable attainment of skills and knowledge of ceramic concerns as exhibited through works completed during the semester. This grade will be based approximately on the following:

60% Hand-built projects, 40% Wheel thrown work, The criteria for evaluating finished works will include:

- Quality. The relative level of craftsmanship/ form and surface design/ content.
- Innovation and exploration of the media and techniques presented.
- Quantity of work produced, effort extended during the semester.
- Individual student progress updates and project critiques will be offered as needed.

STUDIO HOURS: M-F 8am – 10 pm.

All greenware out of the drying room by Monday November 26. Unclaimed items will be recycled. Everyone participates in final studio cleanup Monday December 10.

Disability Statement: Any student who, because of a disabling condition may require some special arrangements in order to meet course requirements should contact Accessibility Services SSC 125, 371-5436 as soon as possible.

Current

GENERAL EDUCATION COURSE LIST*

*Courses appearing in two categories will satisfy the requirement for only one.

MANITIES/FINE ARTS

Fine Arts (Visual and Performing Arts)

ARTS	1301	Art Appreciation
ARTS	1303	Art History I
ARTS	1304	Art History II
ARTS	1311	Design I
ARTS	1316	Drawing I
ARTS	2356	Fundamentals of Photography I
COMM	1336	Introduction to Radio-Television Production
DRAM	1310	Introduction to Theater
DRAM	1351	Acting I
DRAM	2366	American Cinema
HUMA	1315	Survey of Art and Music
MUSI	1306	Music Appreciation
MUSI	1310	American Music
MUSI or MUAP (Any Music course or combination of courses with a Common Course Number)		

Humanities

ANTH	2302	Introduction to Archaeology
ANTH	2346	General Anthropology and the Humanities
ANTH	2351	Cultural Anthropology
ENGL	2322	Masterworks of English Literature
ENGL	2323	Masterworks of English Literature
ENGL	2327	American Literature: Beginning to Civil War
ENGL	2328	American Literature: Civil War to Present
ENGL	2331	Literature of the Non-Western World
ENGL	2332	Literature of the Western World
ENGL	2333	Literature of the Western World
ENGL	2341	Selected Studies in Literature
FREN	2311	Second-Year French I
FREN	2312	Second-Year French II
GERM	2311	Second-year German I
GERM	2312	Second-year German II
HIST	2311	Western Civilization
HUMA	1301	Humanities - Ancient to Medieval
HUMA	1302	Humanities - Renaissance to Modern
HUMA	1315	Survey of Art and Music
PHIL	1301	Introduction to Philosophy
PHIL	1304	Introduction to World Religion
PHIL	2306	Introduction to Ethics
RELG	1301	The Old Testament
RELG	1302	The New Testament
SOCI	2319	Minority Studies
SPAN	2311	Second-year Spanish I
SPAN	2312	Second-year Spanish II

Proposed

GENERAL EDUCATION COURSE LIST*

*Courses appearing in two categories will satisfy the requirement for only one.

HUMANITIES/FINE ARTS

Fine Arts (Visual and Performing Arts)

ARTS	1301	Art Appreciation
ARTS	1303	Art History I
ARTS	1304	Art History II
ARTS	1311	Design I
ARTS	1316	Drawing I
ARTS	2346	Ceramics I
ARTS	2356	Fundamentals of Photography I
COMM	1336	Introduction to Radio-Television Production
DRAM	1310	Introduction to Theater
DRAM	1351	Acting I
DRAM	2366	American Cinema
HUMA	1315	Survey of Art and Music
MUSI	1306	Music Appreciation
MUSI	1310	American Music
MUSI or MUAP (Any Music course or combination of courses with a Common Course Number)		

Humanities

ANTH	2302	Introduction to Archaeology
ANTH	2346	General Anthropology and the Humanities
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ENGL	2322	Masterworks of English Literature
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RELG	1301	The Old Testament
RELG	1302	The New Testament
SOCI	2319	Minority Studies
SPAN	2311	Second-year Spanish I
SPAN	2312	Second-year Spanish II

CURRICULUM REVISIONS
Visual Arts Department
Photography Course Listings

- 1. Division/Department/Program:**
Language Communication & Fine Arts/Visual Arts/Photography
- 2. Prepared by:**
Kenneth Pirtle
- 3. Request:**
Revise PHTC 1306: Fashion Photography to PHTC 2342: Fashion Photography under Photography course listings.
2007-08 catalog page 156
- 4. Rationale:**
Updated WECM course number.
- 5. Effects of Revision:**
 - A. Faculty and Staff.** N/A.
 - B. Equipment Required.** N/A
 - C. Facilities.** N/A
 - D. Support Areas.** N/A.
 - E. Income Projections.** N/A
- 6. Effective Date:** Fall 2008

**CURRENT
PHOTOGRAPHY**

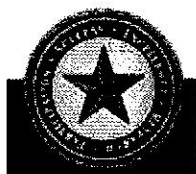
PHTC 1306: Fashion Photography

An exploration of fashion photography in terms of trends and techniques included in studio and location work. Emphasis on model direction and lighting control. (3 sem hrs; 2 lec, 3 lab)

**PROPOSED
PHOTOGRAPHY**

PHTC 2342: Fashion Photography

An exploration of fashion photography in terms of trends and techniques included in studio and location work. Emphasis on model direction and lighting control. (3 sem hrs; 2 lec, 3 lab)



WORKFORCE EDUCATION COURSE MANUAL, 2007-2008

WECM Course

Fashion Photography

CIP	Rubric	Number	Course Title	Status	Semester Credit Hrs	Min Cont Hrs	Max Cont Hrs
50.0406	PHTC	2342	Fashion Photography	Active	3	48	144
50.0406	PHTC	2442	Fashion Photography	Active	4	64	144

Course Level: Advanced

Course Description: Fashion photography in terms of trends and techniques included in studio and location work. Emphasizes model direction and lighting control.

End-of-Course Outcomes: Demonstrate successful operation of studio and location lighting; demonstrate interaction with and direction of a fashion subject; and evaluate current fashion photography trends as they relate to the marketplace.

Cross Reference(s): PHTC 2042: Fashion Photography

CIP Code Description: 50.0406 (Commercial Photography)

Year: 2005

[Search WECM](#) | [WECM Comments](#) | [WECM \(Old System\)](#)

CURRICULUM REVISIONS
Mass Communication Department
Course Description

1. Division/Department/Program:

Language Communication & Fine Arts/Mass Communication

2. Prepared by:

Lana Jackson

3. Request:

Change the course description for COMM 2339 Writing for Electronic Media.

4. Rationale:

The current course description for COMM 2339 Writing For Electronic Media does not reflect changes in the industry which have occurred over the past five years. COMM 2339 has become the "foundation" course during each Fall semester for teaching media convergence to Mass Communication majors.

The course content remains essentially the same: the mastery of writing skills. However, current technology has altered the format and methodology for delivering the "written" communication. Consequently, the course description does not reflect the merger of writing techniques with current technology. The revised course description seeks to address the discrepancy.

5. Effects of Revision:

- A. Faculty and Staff.** N/A
- B. Equipment Required.** N/A
- C. Facilities.** N/A
- D. Support Areas.**
- E. Income Projections.** N/A

6. Effective Date: Fall 2008

7. Attachments:

Current/Proposed Curricula comparis

CURRENT

MASS COMMUNICATION RADIO-TV

COMM 2339: Writing for Electronic Media

Writing techniques for radio and television commercials, public service announcements, promos, and other broadcast and film materials. Emphasis on the format and style of each type of writing.

(3 sem hrs; 2 lec, 2 lab)

PROPOSED

MASS COMMUNICATION RADIO-TV

COMM 2339: Writing for Electronic Media

Writing techniques for digital media production, including multimedia presentations using print, streaming audio, and streaming video. Emphasis on the format and style of each type of writing.

(3 sem hrs; 2 lec, 2 lab)

CURRICULUM REVISIONS - #2
Mass Communication Department
General Education Requirements

1. Division/Department/Program:

Language Communication & Fine Arts/Mass Communication

2. Prepared by:

Lana Jackson

3. Request:

- ✓ Add COMM 2366: Introduction to Film to the General Education Course List as an option under the Humanities/Fine Arts section of the core curriculum, sub-heading Visual and Performing Arts.
- ✓ Cross-list COMM 2366 with DRAM 2366: American Cinema which is already offered through Amarillo College.
- ✓ Change the name of DRAM 2366: American Cinema to DRAM 2366: Introduction to Film.

4. Rationale:

Provided COMM 2366: Introduction to Film is added to the Mass Communication curricula, we request COMM 2366 be added to the General Education core requirements as a "Fine Arts" option beneath the "Visual and Performing Arts" sub-heading.

Amarillo College currently offers DRAM 2366: American Cinema as a Visual and Performing Arts option on the core curriculum. DRAM 2366 is identified as the following in the *Lower-Division Academic Course Guide Manual*, revised Spring 2006 by the Texas Higher Education Coordinating Board (p. 57):

DRAM 2366 Development of the Motion Picture (may also be single-semester course)

DRAM 2367 Development of the Motion Picture II

Emphasis on the analysis of the visual and aural aspects of selected motion pictures, dramatic aspects of narrative films, and historical growth and sociological effect of film as an art. (Cross-listed as COMM 2366)

Approval Number50.0602.51 26

CIP Area.....Visual and Performing Arts

COMM 2366 also is identified in the ACGM under the List of Approved Courses (p. 38):

COMM 2366 Introduction to Film

Emphasis on the analysis of the visual and aural aspects of selected motion pictures, dramatic aspects of narrative films, and historical growth and sociological effect of film as an art. (*Cross-listed as DRAM 2366*)

Approval Number.....50.0602.51 26

CIP Area.....Visual & Performing Arts

The addition of COMM 2366 to the General Education core curriculum would simply require cross-listing COMM 2366 with DRAM 2366 and changing the name of both courses to "Introduction to Film."

It is anticipated this addition to the General Education Course List will better serve not only AC Mass Communication majors but also the general AC transfer student population by providing an additional selection in the Visual and Performing Arts core curricula.

5. Effects of Revision:

- A. Faculty and Staff. N/A
- B. Equipment Required. N/A
- C. Facilities. N/A
- D. Support Areas.
- E. Income Projections. N/A

6. Effective Date: Fall 2008

7. Attachments:

Lower-Division Academic Course Guide Manual, p. 38, 57
Current and Proposed General Education Course List
Current and Proposed AC Catalog course descriptions

Approval Number.....	09.0902.51 06
CIP Area.....	Public Relations
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	48

COMM 2331 Radio/Television Announcing

Principles of announcing: study of voice, diction, pronunciation, and delivery. Experience in various types of announcing. Study of phonetics is recommended.

Approval Number.....	09.0701.54 06
CIP Area.....	Communication
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	48

COMM 2332 Radio/Television News

Preparation and analysis of news styles for the electronic media.

Approval Number.....	09.0402.52 06
CIP Area.....	Communication
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	96

COMM 2339 Writing for Radio, Television, & Film

Introduction to basic script formats, terminology, and writing techniques, including the writing of commercials, public service announcements, promotions, news, documentary, and fictional materials.

Approval Number.....	09.0402.51 06
CIP Area.....	Communication
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	48

COMM 2366 Introduction to Film

Emphasis on the analysis of the visual and aural aspects of selected motion pictures, dramatic aspects of narrative films, and historical growth and sociological effect of film as an art. (*Cross-listed as DRAM 2366*)

Approval Number.....	50.0602.51 26
CIP Area.....	Visual & Performing Arts
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	96

DRAM 2366 Development of the Motion Picture I (may also be single-semester course)

DRAM 2367 Development of the Motion Picture II

Emphasis on the analysis of the visual and aural aspects of selected motion pictures, dramatic aspects of narrative films, and historical growth and sociological effect of film as an art. (*Cross-listed as COMM 2366*)

Approval Number.....50.0602.51 26
 CIP Area.....Visual & Performing Arts
 maximum SCH per student.....6
 maximum SCH per course.....3
 maximum contact hours per course.....96

DRAM 2289 Academic Cooperative (2 SCH version)

DRAM 2389 Academic Cooperative (3 SCH version)

An instructional program designed to integrate on-campus study with practical hands-on work experience. In conjunction with class seminars, the individual student will set specific goals and objectives in the study of drama.

Approval Number.....24.0103.52 12
 CIP Area.....Interdisciplinary
 maximum SCH per student.....3
 maximum SCH per course.....3
 maximum contact hours per course.....336

ECON (Economics)

ECON 1301 Introduction to Economics

ECON 1303 Consumer Economics

A study of consumer problems of the individual and of the family in the American economy. Areas of study may include: money and credit management, saving and personal investment, estate planning, wills, buying food and clothing, home ownership or rental, transportation, insurance, taxes, and consumer protection.

Approval Number.....19.0402.52 09
 CIP Area.....Home Economics
 maximum SCH per student.....3
 maximum SCH per course.....3
 maximum contact hours per course.....48

ECON 2289 Academic Cooperative (2 SCH version)

ECON 2389 Academic Cooperative (3 SCH version)

An instructional program designed to integrate on-campus study with practical hands-on experience in economics. In conjunction with class seminars, the individual student will set specific goals and objectives in the study of human social behavior and/or social institutions.

Approval Number.....45.0101.51 25
 CIP Area.....Social Sciences
 maximum SCH per student.....3
 maximum SCH per course.....3
 maximum contact hours per course.....336

CURRENT

THEATRE

~~DRAM 2366: American Cinema~~

~~An introductory course in film studies which surveys the American film industry as an art form, a business and a means of communication. Extensive screenings and analysis of representative films from various genres. An examination of how Hollywood films work technically, artistically and culturally. (3 sem hrs; 3 lec) (PHOTO 4153)#~~

PROPOSED

THEATRE

DRAM 2366: Introduction to Film

An introductory course in film studies which surveys the American film industry as an art form, a business and a means of communication. Extensive screenings and analysis of representative films from various genres. An examination of how Hollywood films work technically, artistically and culturally. *(Cross-listed as COMM 2366)*
(3 sem hrs; 3 lec)

CURRENT

GENERAL EDUCATION COURSE LIST*

*Courses appearing in two categories will satisfy the requirement for only one.

HUMANITIES/FINE ARTS

Fine Arts (Visual and Performing Arts)

ARTS 1301.....Art Appreciation
ARTS 1303.....Art History I
ARTS 1304.....Art History II
ARTS 1311.....Design I
ARTS 1316.....Drawing I
ARTS 2356.....Fundamentals of Photography I
COMM 1336 Introduction to Radio-Television
Production
DRAM 1310.....Introduction to Theater
DRAM 1351.....Acting I
DRAM 2366.....~~American Cinema~~
HUMA 1315.....Survey of Art and Music
MUSI 1306.....Music Appreciation
MUSI 1310.....American Music
MUSI or MUAP (Any Music course or combination of
courses with a Common Course Number)

PROPOSED

GENERAL EDUCATION COURSE LIST*

*Courses appearing in two categories will satisfy the requirement for only one.

HUMANITIES/FINE ARTS

Fine Arts (Visual and Performing Arts)

ARTS 1301Art Appreciation
ARTS 1303Art History I
ARTS 1304Art History II
ARTS 1311Design I
ARTS 1316Drawing I
ARTS 2356Fundamentals of Photography I
COMM 1336 Introduction to Radio-Television
Production
COMM2366 **Introduction to Film**
DRAM 1310Introduction to Theater
DRAM 1351Acting I
DRAM 2366 **Introduction to Film**
HUMA 1315Survey of Art and Music
MUSI 1306Music Appreciation
MUSI 1310American Music
MUSI or MUAP (Any Music course or combination of
courses with a Common Course Number)

CURRICULUM REVISIONS - #1
Mass Communication Department
Mass Communication Curricula

1. Division/Department/Program:

Language Communication & Fine Arts/Mass Communication

2. Prepared by:

Lana Jackson

3. Request:

✓ Remove COMM 1335: Survey of Electronic Media from the Mass Communication curricula.

✓ Add COMM 2330: Introduction to Public Relations to the Mass Communication curricula.

Add COMM 2366: Introduction to Film to the Mass Communication curricula.

4. Rationale:

Anecdotal evidence from Amarillo College Mass Communication transfer students and recent articulation discussions with 4-year university personnel from West Texas A&M University and Eastern New Mexico State University have indicated that COMM 1335: Survey of Electronic Media is not recognized consistently by upper-level institutions as a COMM course for lower-level COMM transfer credit.

After surveying curriculum requirements at 4-year universities to which most of Amarillo College Mass Communication students transfer and 2-year colleges with similar degree plans (including WTAMU, ENMU, Texas Tech University, University of Texas, Angelo State University, Del Mar College and South Plains College), the faculty has determined that COMM 1335: Survey of Electronic Media is accepted as a COMM course for lower-level transfer credit at about half of the institutions. Both WTAMU and ENMU have agreed to honor the course as a COMM class for elective credit.

Further study of curricula requirements at Texas four-year universities and ENMU identify COMM 2330: Introduction to Public Relations as a common, lower-level Mass Communication course. The survey of curriculum requirements at 4-year universities to which most of Amarillo College Mass Communication students transfer indicates that COMM 2330 is offered at all institutions and should transfer as a lower-level COMM course. In addition,

discussions with 4-year university personnel during articulation meetings indicate COMM 2330 would be acceptable as a COMM course for transfer credit.

Upon review of the Texas Higher Education Coordinating Board Field of Study Curricula for Communication (www.thecb.state.tx.us/reports/DocFetch.cfm?DocID=0905&Format=PDF), faculty confirmed COMM 2330: Introduction to Public Relations is a viable alternative to replace COMM 1335: Survey of Electronic Media. The purpose of the Field of Study Curricula for Communication is to facilitate the transfer of academic COMM courses between institutions. The Field of Study Curricula includes "the lower-division courses in the major (exclusive of core curriculum and free elective courses) that a student would complete to be allowed to register for upper-division courses."

COMM 2330 is identified in the *Lower-Division Academic Course Guide Manual*, revised Spring 2006 by the Texas Higher Education Coordinating Board, under the List of Approved Courses (p. 37):

COMM 2330 Introduction to Public Relations

Exploration of the history and development of public relations.
Presentation of the theory behind and process of public relations including the planning, implementation, and evaluation of PR campaigns.

Approval Number.....09.0902.51 06
CIP Area.....Public Relations

← Add

Within the Field of Study Curricula, COMM 1335 is an identified course option for the Journalism and the Radio-TV sub-areas/sequence of Communication studies. COMM 2330 is an identified course option for the Advertising/Public Relations and the Journalism sub-areas/sequence of Communication studies.

Because removal of COMM 1335 reduces the number of course options for students enrolled in the Radio-TV sub-area offered at AC, ~~we would like to add COMM 2330: Introduction to Public Relations as an additional COMM course.~~ COMM 2366 is an identified course option listed on the Field of Study Curricula for Communication in the Radio-TV sub area, and is already offered at AC as DRAM 2366: American Cinema.

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COMM 2366 is identified in the ACGM under the List of Approved Courses (p. 38):

COMM 2366 Introduction to Film

Emphasis on the analysis of the visual and aural aspects of selected motion pictures, dramatic aspects of narrative films, and

historical growth and sociological effect of film as an art. (*Cross-listed as DRAM 2366*)

Approval Number.....50.0602.51 26

CIP AreaVisual & Performing Arts

It is anticipated these changes to the AC Mass Communication curricula will better serve the needs of our program majors.

5. Effects of Revision:

A. Faculty and Staff. N/A

B. Equipment Required. N/A

C. Facilities. N/A

D. Support Areas. N/A

E. Income Projections. N/A

6. Effective Date: Fall 2008

7. Attachments:

THECB Field of Study Curricula in Communications

Lower-Division Academic Course Guide Manual, p. 37-38

Current and Proposed AC Catalog course descriptions

OCTOBER 2003

Proposed Field of Study Curricula for Communication – Courses*

- *Note for students and counselors:* For each of the current sub-areas in Communication, the courses listed would fulfill the applicable competency area in the Field of Study Curriculum for that sub-area. Existing and proposed courses are listed in alphabetical order, based on their generic *Lower-Division Academic Course Guide Manual* (ACGM) course names. Because institutions may have different course titles for the same ACGM course, Texas Common Course Numbers (TCCN) are included in parentheses. Courses with a grade of "D" or lower will not transfer.
- *Note for institutions:* Each institution will accept the complete sub-area Field of Study Curriculum and apply the credit toward the appropriate communication degree program for the block of courses transferred. Institutions will accept at least a 12-SCH block, with an institutional prerogative to accept 15 SCH. Institutions that choose to offer a Field of Study Curriculum for one or more sub-areas in Communication are not required to offer all courses included in the applicable sub-area menu(s). Rather, such institutions are required to offer a 12-to-15-SCH block of courses for the applicable sub-area, which includes at least 6-9 SCH of courses listed under Competency Area 1 and 3-9 SCH of courses listed under Competency Area 2.

Sub-Areas**		Sub-Areas**		
Competency Area 1	Total Block of 12 SCH (15-SCH block accepted at prerogative of accepting institution)	Advertising/Public Relations	Journalism/Mass Communication	Radio & Television Broadcasting/ Broadcast Journalism
		<ul style="list-style-type: none"> • Intro to Mass Comm. (COMM 1307) • Intro to Public Relations (COMM 23XX) • Intro to Technology & Human Communication (SPCH/COMM 23XX) • Media Literacy (COMM 23XX) • Intro to Advertising (COMM 2327) 	<ul style="list-style-type: none"> • Intro to Mass Comm. (COMM 1307) • Intro to Public Relations (COMM 23XX) • Intro to Technology & Human Communication (SPCH/COMM 23XX) • Media Literacy (COMM 23XX) • News Gathering & Writing I (COMM 2311)* • Intro to Advertising (COMM 2327) • Principles of Journalism (COMM 23XX) • Survey of Radio/TV (COMM 1335) 	<ul style="list-style-type: none"> • Intro to Film (DRAM 2386/COMM 23XX) • Intro to Mass Comm. (COMM 1307) • Intro to Technology & Human Communication (SPCH/COMM 23XX) • Media Literacy (COMM 23XX) • Survey of Radio/TV (COMM 1335)
Competency Area 2	Writing/ Performance/ Production 3-9 SCH selected from:	<ul style="list-style-type: none"> • Advertising Art I (COMM 23XX) • Advertising Art II (COMM 23XX) • Editing & Layout (COMM 2305) • News Gathering & Writing I (COMM 2311) • News Gathering & Writing II (COMM 2315) • Photography I (COMM 1318) • Photography II (COMM 1319) • Radio/TV News (COMM 2332) • TV Production I (COMM 1336) • TV Production II (COMM 1337) • Writing for Radio, TV, & Film (COMM 2339) 	<ul style="list-style-type: none"> • Editing & Layout (COMM 2305) • Interviewing (SPCH/COMM 23XX) • News Gathering & Writing I (COMM 2311)* • News Gathering & Writing II (COMM 2315) • News Photography I (COMM 1316) • News Photography II (COMM 1317) • Photography I (COMM 1318) • Photography II (COMM 1319) • Radio/TV News (COMM 2332) • Writing for Radio, TV, & Film (COMM 2339) 	<ul style="list-style-type: none"> • Audio/Radio Production (COMM 2303) • Interviewing (SPCH/COMM 23XX) • Intro to Cinematic Production (COMM 23XX) • News Gathering & Writing I (COMM 2311) • News Gathering & Writing II (COMM 2315) • Radio/TV Announcing (COMM 2331) • Radio/TV News (COMM 2332) • TV Production I (COMM 1336) • TV Production II (COMM 1337) • Writing for Radio, TV, & Film (COMM 2339)
		General Communication/ Communication Studies/Speech & Communication/ Speech & Rhetorical Studies/ Organizational Communication		
		<ul style="list-style-type: none"> • Discussion & Small Group Communication (SPCH 2333) • Interpersonal Communication (SPCH 1318) • Intro to Speech Communication (SPCH 1311) • Intro to Technology & Human Communication (SPCH/COMM 23XX) • Interviewing (SPCH/COMM 23XX) • Argumentation & Debate (SPCH 2335) • Business & Professional Communication (SPCH 1321) • Oral Interpretation (SPCH 2341) • Public Speaking (SPCH 1315) • Voice & Diction (SPCH 1342) 		

* A course may count toward only one competency area, as designated by the sending institution.

** Each sub-area constitutes a discrete Field of Study Curriculum. Students who change emphasis from one sub-area to another should expect a change of sub-area Field of Study Curriculum.

Note: Transfer students may be required to complete between 3 to 6 additional lower-division SCH in their major. If the receiving institution has additional lower-division courses that are: 1) specific to any communication degree, 2) required of their native students, 3) needed for the successful completion of advanced coursework at that institution, and 4) not duplicative in content of any course in the applicable sub-area Field of Study Curriculum for Communication that the student already has completed.

SPCH 2316)

Approval Number.....09.0101.52 06
 CIP Area.....Communication Studies
 maximum SCH per student.....3
 maximum SCH per course.....3
 maximum contact hours per course.....48

COMM 2120 Practicum in Electronic Media (1 SCH version)

COMM 2121 Practicum in Electronic Media (1 SCH version)

COMM 2122 Practicum in Electronic Media (1 SCH version)

COMM 2220 Practicum in Electronic Media (2 SCH version)

COMM 2324 Practicum in Electronic Media (3 SCH version)

COMM 2325 Practicum in Electronic Media (3 SCH version)

COMM 2326 Practicum in Electronic Media (3 SCH version)

Lecture and laboratory instruction and participation.

Approval Number.....09.0701.53 06
 CIP Area.....Communication
 maximum SCH per student.....12
 maximum SCH per course.....3
 maximum contact hours per course.....96

COMM 2327 Introduction to Advertising

Fundamentals of advertising including marketing theory and strategy, copy writing, design, and selection of media.

Approval Number.....09.0903.51 06
 CIP Area.....Communication
 maximum SCH per student.....3
 maximum SCH per course.....3
 maximum contact hours per course.....48

COMM 2328 Advertising Art I

COMM 2329 Advertising Art II

Communication of ideas through processes and techniques of graphic design and illustration.

Approval Number.....50.0402.51 26
 CIP Area.....Visual & Performing Arts
 maximum SCH per student.....6
 maximum SCH per course.....3
 maximum contact hours per course.....48

COMM 2330 Introduction to Public Relations

Exploration of the history and development of public relations. Presentation of the theory behind and process of public relations, including the planning, implementation, and evaluation of PR campaigns.

Approval Number.....	09.0902.51 06
CIP Area.....	Public Relations
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	48

COMM 2331 Radio/Television Announcing

Principles of announcing: study of voice, diction, pronunciation, and delivery. Experience in various types of announcing. Study of phonetics is recommended.

Approval Number.....	09.0701.54 06
CIP Area.....	Communication
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	48

COMM 2332 Radio/Television News

Preparation and analysis of news styles for the electronic media.

Approval Number.....	09.0402.52 06
CIP Area.....	Communication
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	96

COMM 2339 Writing for Radio, Television, & Film

Introduction to basic script formats, terminology, and writing techniques, including the writing of commercials, public service announcements, promotions, news, documentary, and fictional materials.

Approval Number.....	09.0402.51 06
CIP Area.....	Communication
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	48

COMM 2366 Introduction to Film

Emphasis on the analysis of the visual and aural aspects of selected motion pictures, dramatic aspects of narrative films, and historical growth and sociological effect of film as an art. (*Cross-listed as DRAM 2366*)

Approval Number.....	50.0602.51 26
CIP Area.....	Visual & Performing Arts
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	96

CURRENT

MASS COMMUNICATION

~~COMM 1335*: Survey of Electronic Media
Broadcast/cable station organization; functions
of various departments; history and
development of industry, FCC, networks,
ratings, government regulation, self regulation,
programming, and public interest concept. Study
of new technology.
(3 sem hrs; 3 lec) (MCOM 4203)#~~

PROPOSED

MASS COMMUNICATION

COMM 2330: Introduction to Public Relations
Exploration of the history and development of
public relations. Presentation of the theory
behind and process of public relations, including
the planning, implementation, and evaluation of
PR campaigns.
(3 sem hrs; 3 lec)

COMM 2366: Introduction to Film
An introductory course in film studies which
surveys the American film industry as an art
form, a business and a means of
communication. Extensive screenings and
analysis of representative films from various
genres. An examination of how Hollywood films
work technically, artistically and culturally.
(Cross-listed as DRAM 2366)
(3 sem hrs; 3 lec)

CURRENT

MASS COMMUNICATION

COMM 1307*: Introduction to Mass Communication

Survey of communication field; history, purpose, methods of operation; interrelations among media forms, individual, and society.

(3 sem hrs; 3 lec) (MCOM 3103)#

COMM 1318*: Photography I

Introduction to the basics of photography. Includes camera operation, techniques, knowledge of chemistry, and presentation skills. Emphasis on design, history, and contemporary trends as a means of developing an understanding of photographic aesthetics.

(3 sem hrs; 2 lec, 3 lab)

NOTE: Students completing COMM 1318 cannot earn credit for ARTS 2356.

COMM 1335*: Survey of Electronic Media

Broadcast/cable station organization; functions of various departments; history and development of industry, FCC, networks, ratings, government regulation, self-regulation, programming, and public-interest concept. Study of new technology.

(3 sem hrs; 3 lec) (MCOM 4203)#

COMM 1336*: Introduction to Radio-TV Production

Operation of studio and control room equipment for radio and television production; Experience on production crew for programs and commercials. Understanding of visual elements of the electronic media.

(3 sem hrs; 2 lec, 3 lab) (RADTV 3103)#

COMM 1337*: Television Production

Prerequisite: COMM 1336

Production techniques, theory of lighting, non-linear/digital and videotape editing, and field camera operation.

(3 sem hrs; 2 lec, 4 lab) (RADTV 3203)#

COMM 2220*: Television Workshop

Prerequisite: Consent of instructor

Laboratory experience in television production by producing program material for use on the college television station and/or cable channel.

(2 sem hrs; 4 lab) (MCOM 4502)#

COMM 2303*: Radio Production I

Prerequisite: COMM 1336

Participation in on-air board shift on KACV-FM; production techniques, formats, styles and remote equipment operation.

(3 sem hrs; 2 lec, 2 lab) (RADTV 3403)#

COMM 2305*: Editing and Design

Copy editing and headline writing according to newspaper style and standards; press law and ethics; laboratory practice in page design, photo editing and typography.

(3 sem hrs; 3 lec, 2 lab) (COMM 2209 and 2210; JOURN 4102 and 4202)#

COMM 2311*: News Reporting and Writing I

Gathering and writing news with special attention to leads, organization, and types of ordinary news stories; work on campus newspaper.

(3 sem hrs; 3 lec, 2 lab) (JOURN 3103)#

PROPOSED

MASS COMMUNICATION

COMM 1307*: Introduction to Mass Communication

Survey of communication field; history, purpose, methods of operation; interrelations among media forms, individual, and society.

(3 sem hrs; 3 lec) (MCOM 3103)#

COMM 1318*: Photography I

Introduction to the basics of photography. Includes camera operation, techniques, knowledge of chemistry, and presentation skills. Emphasis on design, history, and contemporary trends as a means of developing an understanding of photographic aesthetics.

(3 sem hrs; 2 lec, 3 lab)

NOTE: Students completing COMM 1318 cannot earn credit for ARTS 2356

COMM 1336*: Introduction to Radio-TV Production

Operation of studio and control room equipment for radio and television production. Experience on production crew for programs and commercials. Understanding of visual elements of the electronic media.

(3 sem hrs; 2 lec, 3 lab) (RADTV 3103)#

COMM 1337*: Television Production

Prerequisite: COMM 1336

Production techniques, theory of lighting, non-linear/digital and videotape editing, and field camera operation.

(3 sem hrs; 2 lec, 4 lab) (RADTV 3203)#

COMM 2220*: Television Workshop

Prerequisite: Consent of instructor

Laboratory experience in television production by producing program material for use on the college television station and/or cable channel.

(2 sem hrs; 4 lab) (MCOM 4502)#

COMM 2303*: Radio Production I

Prerequisite: COMM 1336

Participation in on-air board shift on KACV-FM; production techniques, formats, styles and remote equipment operation.

(3 sem hrs; 2 lec, 2 lab) (RADTV 3403)#

COMM 2305*: Editing and Design

Copy editing and headline writing according to newspaper style and standards; press law and ethics; laboratory practice in page design, photo editing and typography.

(3 sem hrs; 3 lec, 2 lab) (COMM 2209 and 2210; JOURN 4102 and 4202)#

COMM 2311*: News Reporting and Writing I

Gathering and writing news with special attention to leads, organization, and types of ordinary news stories; work on campus newspaper. (3 sem hrs; 3 lec, 2 lab) (MCOM 3403)#

COMM 2315*: News Reporting and Writing II

Prerequisite: COMM 2311

Practice reporting by gathering information for specialized news stories; interpretive stories; examine ethics and legal implications in reporting; work on campus newspaper.

(3 sem hrs; 3 lec, 2 lab) (JOURN 3203)#

COMM 2315*: News Reporting and Writing II

Prerequisite: COMM 2311

Practice reporting by gathering information for specialized news stories; interpretive stories; examine ethics and legal implications in reporting; work on campus newspaper.

(3 sem hrs; 3 lec, 2 lab) (JOURN 3203)#

COMM 2324*: Electronic Media Workshop

Work with college radio station, PBS television station, cable channel or commercial media outlet. Individual research or project with faculty supervision.

(3 sem hrs; 6 lab) (MCOM 4463)#

COMM 2326*: Media Internship

Prerequisite: Consent of instructor

Internship arranged with a media outlet; student will work at radio or television station, magazine, newspaper or advertising agency with faculty supervision.

(3 sem hrs; 6 hrs work/week) (MCOM 4602)#

COMM 2327*: Introduction to Advertising

Theories, principles, and functions of advertising; role in marketing strategy; specific requirements of all media forms; campaigns and role of advertising agency.

(3 sem hrs; 3 lec) (MCOM 3403)#

COMM 2331*: Announcing for Radio-Television

Techniques of radio-television announcer; voice development, articulation/diction, and phonetics; interviewing techniques and experience in announcing all types of material.

(3 sem hrs; 3 lec) (MCOM 3303)#

COMM 2332*: Broadcast News

Gather, edit, present, and analyze news for broadcast stations; to examine news department organization and philosophy. Presentation of regularly scheduled newscast on KACV-FM.

(3 sem hrs; 3 lec, 2 lab) (MCOM 4503)#

COMM 2339*: Writing for Electronic Media

~~Writing techniques for radio and television commercials, public service announcements, promos, and other broadcast and film materials. Emphasis on the format and style of each type of writing.~~

~~(3 sem hrs; 2 lec, 2 lab)~~

COMM 2371: Topics in Journalism

Special topics in the field of journalism which may include computer assisted research, specialized writing and/or reporting and contemporary trends.

(3 sem hrs; 3 lec, 1 lab)

COMM 2324*: Electronic Media Workshop

Work with college radio station, PBS television station, cable channel or commercial media outlet. Individual research or project with faculty supervision.

(3 sem hrs; 6 lab) (MCOM 4463)#

COMM 2326*: Media Internship

Prerequisite: Consent of instructor

Internship arranged with a media outlet; student will work at radio or television station, magazine, newspaper or advertising agency with faculty supervision.

(3 sem hrs; 6 hrs work/week) (MCOM 4602)#

COMM 2327*: Introduction to Advertising

Theories, principles, and functions of advertising; role in marketing strategy; specific requirements of all media forms; campaigns and role of advertising agency.

(3 sem hrs; 3 lec) (MCOM 3403)#

COMM 2331*: Introduction to Public Relations

Exploration of the history and development of public relations. Presentation of the theory behind and process of public relations, including the planning, implementation, and evaluation of PR campaigns.

(3 sem hrs; 3 lec)

COMM 2331*: Announcing for Radio-Television

Techniques of radio-television announcer; voice development, articulation/diction, and phonetics; interviewing techniques and experience in announcing all types of material.

(3 sem hrs; 3 lec) (MCOM 3303)#

COMM 2332*: Broadcast News

Gather, edit, present, and analyze news for broadcast stations; to examine news department organization and philosophy. Presentation of regularly scheduled newscast on KACV-FM.

(3 sem hrs; 3 lec, 2 lab) (MCOM 4503)#

COMM 2339*: Writing for Electronic Media

Writing techniques for digital media production, including multimedia presentations using print, streaming audio, and streaming video. Emphasis on the format and style of each type of writing.

(3 sem hrs; 2 lec, 2 lab)

COMM 2371: Introduction to Film

Emphasis on the analysis of the visual and aural aspects of selected motion pictures, dramatic aspects of narrative films, and historical growth and sociological effect of film as an art.

(3 sem hrs; 3 lec)

COMM 2371: Topics in Journalism

Special topics in the field of journalism which may include computer assisted research, specialized writing and/or reporting and contemporary trends.

(3 sem hrs; 3 lec, 1 lab)

CURRICULUM REVISIONS - #3
Mass Communication Department
COMM.AS.MCOMM

1. Division/Department/Program:

Language Communication & Fine Arts/Mass Communication

2. Prepared by:

Lana Jackson

3. Request:

✓ Add COMM 2330: Introduction to Public Relations to the COMM.AS.MCOMM degree plan as a Major Option on the Advertising/PR sequence.

✓ Remove COMM 2305: Editing and Design from the COMM.AS.MCOMM degree plan as a Major Option on the Advertising/PR sequence.

✓ Add COMM 2330: Introduction to Public Relations to the COMM.AS.MCOMM degree plan as a choice between one of two Major Options on the Journalism sequence.

✓ Change COMM 2339: Writing for Electronic Media on the COMM.AS.MCOMM degree plan from a required Major Option to a choice between one of two Major Options on the Journalism sequence.

✓ ~~Remove COMM 1335: Survey of Electronic Media on the COMM.AS.MCOMM degree plan as a Major Option for the Radio-TV sequence.~~

✓ Change COMM 2332: Broadcast News on the COMM.AS.MCOMM degree plan from one of four optional Major Course selections to a required Major Option on the Radio-TV sequence.

4. Rationale:

Provided COMM 2330: Introduction to Public Relations is added to the Amarillo College Mass Communication curricula as requested, Mass Communication faculty need to reschedule courses to better serve student needs in respective program sequences.

The addition of COMM 2330 to the Advertising/Public Relations sequence within the Mass Communication program allows the Advertising/PR major to

learn additional skills while gaining a better understanding of his/her chosen field of study. The current Mass Communication curricula does not offer a specific Public Relations course. Due to the 15-hour limitation for Major Course Options on the Associate in Science degree, the addition of COMM 2330 necessitates the removal of a COMM course from the Advertising/PR sequence. It was the consensus of the faculty to remove COMM 2305 as it would be less beneficial to Advertising/PR majors.

The addition of COMM 2330 coupled with the modification of COMM 2339: Writing for the Electronic Media as one of two Major Options in the Journalism sequence to allow a choice between courses for Journalism majors will provide each student with the opportunity to better determine the direction of his/her academic career. Faculty advisers will be able to better assist students as they balance individual career aspirations with university transfer requirements.

Provided COMM 1335: Survey of Electronic Media is removed from the Mass Communication curricula as requested, Mass Communication faculty agree that the change of COMM 2332: Broadcast News from an optional class status to a required course for Radio-TV majors pursuing a transfer degree would be beneficial for all broadcast majors. With this revision, students would continue to have four required COMM courses under the Major Option with a choice between three additional courses to complete the required 15 hours in the major field of study. The optional selections would continue to allow students and faculty advisers the opportunity to balance individual career aspirations with university transfer requirements.

All of the proposed course changes within Mass Communication sequences of study correspond with identified Communication sub-areas outlined in the Texas Higher Education Coordinating Board Field of Study Curricula for Communication.

5. Effects of Revision:

- A. Faculty and Staff.** N/A
- B. Equipment Required.** N/A
- C. Facilities.** N/A
- D. Support Areas.** N/A
- E. Income Projections.** N/A

6. Effective Date: Fall 2008

7. Attachments:

THECB Field of Study Curricula in Communications
Current/Proposed Curricula comparison

OCTOBER 2003

Proposed Field of Study Curricula for Communication – Courses*

- Note for students and counselors:* For each of the current sub-areas in Communication, the courses listed would fulfill the applicable competency area in the Field of Study Curriculum for that sub-area. Existing and proposed courses are listed in alphabetical order, based on their generic *Lower-Division Academic Course Guide Manual (ACGM)* course names. Because institutions may have different course titles for the same ACGM course, Texas Common Course Numbers (TCCN) are included in parentheses. Courses with a grade of "D" or lower will not transfer.
- Note for institutions:* Each institution will accept the complete sub-area Field of Study Curriculum and apply the credit toward the appropriate communication degree program for the block of courses transferred. Institutions will accept at least a 12-SCH block, with an institutional prerogative to accept 15 SCH. Institutions that choose to offer a Field of Study Curriculum for one or more sub-areas in Communication are not required to offer all courses included in the applicable sub-area menu(s). Rather, such institutions are required to offer a 12-to-15-SCH block of courses for the applicable sub-area, which includes at least 6-9 SCH of courses listed under Competency Area 1 and 3-9 SCH of courses listed under Competency Area 2.

Sub-Areas**		Sub-Areas**	
Advertising/Public Relations	Journalism/Mass Communication	Radio & Television Broadcasting/Broadcast Journalism	General Communication/Speech Communication Studies/Speech Communication/ Speech & Rhetorical Studies/ Organizational Communication
Total Block of 12 SCH (15-SCH block accepted at prerogative of accepting institution)	<ul style="list-style-type: none"> Intro to Mass Comm. (COMM 1307) Intro to Public Relations (COMM 23XX) Intro to Technology & Human Communication (SPCH/COMM 23XX) Media Literacy (COMM 23XX) Intro to Advertising (COMM 2327) 	<ul style="list-style-type: none"> Intro to Mass Comm. (COMM 1307) Intro to Public Relations (COMM 23XX) Intro to Technology & Human Communication (SPCH/COMM 23XX) Media Literacy (COMM 23XX) News Gathering & Writing I (COMM 2311)* Intro to Advertising (COMM 2327) Principles of Journalism (COMM 23XX) Survey of Radio/TV (COMM 1335) 	<ul style="list-style-type: none"> Intro to Film (DRAM 2366/COMM 23XX) Intro to Mass Comm. (COMM 1307) Intro to Technology & Human Communication (SPCH/COMM 23XX) Media Literacy (COMM 23XX) Survey of Radio/TV (COMM 1335)
Historical/Theoretical/Analytical 6-9 SCH selected from:	<ul style="list-style-type: none"> Advertising Art I (COMM 23XX) Advertising Art II (COMM 23XX) Editing & Layout (COMM 2305) News Gathering & Writing I (COMM 2311) News Gathering & Writing II (COMM 2315) Photography I (COMM 1318) Photography II (COMM 1319) Radio/TV News (COMM 2332) TV Production I (COMM 1336) TV Production II (COMM 1337) Writing for Radio, TV, & Film (COMM 2339) 	<ul style="list-style-type: none"> Intro to Mass Comm. (COMM 1307) Intro to Public Relations (COMM 23XX) Intro to Technology & Human Communication (SPCH/COMM 23XX) Media Literacy (COMM 23XX) News Gathering & Writing I (COMM 2311)* Intro to Advertising (COMM 2327) Principles of Journalism (COMM 23XX) Survey of Radio/TV (COMM 1335) 	<ul style="list-style-type: none"> Discussion & Small Group Communication (SPCH 2333) Interpersonal Communication (SPCH 1318) Intro to Speech Communication (SPCH 1311) Intro to Technology & Human Communication (SPCH/COMM 23XX)
Writing/Performance/Production 3-9 SCH selected from:	<ul style="list-style-type: none"> Advertising Art I (COMM 23XX) Advertising Art II (COMM 23XX) Editing & Layout (COMM 2305) News Gathering & Writing I (COMM 2311) News Gathering & Writing II (COMM 2315) Photography I (COMM 1318) Photography II (COMM 1319) Radio/TV News (COMM 2332) TV Production I (COMM 1336) TV Production II (COMM 1337) Writing for Radio, TV, & Film (COMM 2339) 	<ul style="list-style-type: none"> Audio/Radio Production (COMM 2303) Interviewing (SPCH/COMM 23XX) Intro to Cinematic Production (COMM 23XX) News Gathering & Writing I (COMM 2311) News Gathering & Writing II (COMM 2315) Radio/TV Announcing (COMM 2331) Radio/TV News (COMM 2332) TV Production I (COMM 1336) TV Production II (COMM 1337) Writing for Radio, TV, & Film (COMM 2339) 	<ul style="list-style-type: none"> Interviewing (SPCH/COMM 23XX) Argumentation & Debate (SPCH 2335) Business & Professional Communication (SPCH 1321) Oral Interpretation (SPCH 2341) Public Speaking (SPCH 1315) Voice & Diction (SPCH 1342)

* A course may count toward only one competency area, as designated by the sending institution.

** Each sub-area constitutes a discrete Field of Study Curriculum. Students who change emphasis from one sub-area to another should expect a change of sub-area Field of Study Curriculum. Note: Transfer students may be required to complete between 3 to 6 additional lower-division SCH in their major, if the receiving institution has additional lower-division courses that are: 1) specific to any communication degree, 2) required of their native students, 3) needed for the successful completion of advanced coursework at that institution, and 4) not duplicative in content of any course in the applicable sub-area Field of Study Curriculum for Communication that the student already has completed.

CURRENT

MASS COMMUNICATION

Program Advisor: Lana Jackson, 371-5292
(jackson-lc@actx.edu) or Don Abel, 371-5298
(abel-dd@actx.edu) or contact the Language,
Communication and Fine Arts Division, 371-5267

ASSOCIATE IN SCIENCE

Major Code - COMM.AS.MCOM

The following program of study follows the
Communication Field of Study Curricula for
Advertising/Public Relations, Journalism, and
Mass Communication/Radio-TV as adopted by
the Higher Education Coordinating Board.
Students who follow this curricula will be able to
major in the above fields of study and transfer
between 12 and 15 hours of course work in
these major program options to public two- and
four year institutions in Texas.

SEMESTER HOURS

GENERAL EDUCATION REQUIREMENTS*42 Communication

ENGL 1301: Freshman Composition I
ENGL 1302: Freshman Composition II
SPCH*

Social/Behavioral Sciences

HIST 1301: History of the U.S. I
HIST 1302: History of the U.S. II
GOVT 2305: Government of the U.S.
GOVT 2306: Government of Texas
Social/Behavioral Sciences* Elective

Humanities/Fine Arts

Humanities*

Fine Arts*

Mathematics/Natural Sciences

MATH*

Natural Sciences*

Lifetime Fitness

Any PHED course numbered 1101-1122

MAJOR OPTIONS.....15

Students should select a program option in one
of the following areas:

Advertising/Public Relations

COMM 1307: Introduction to Mass
Communication

COMM 1336: Introduction to Radio-TV
Production

COMM 2311: News Reporting and Writing I

COMM 2327: Introduction to Advertising

Students must take one of the following courses:

COMM 1318: Photography I

~~COMM 2305: Editing and Design~~

COMM 2339: Writing for Electronic Media

PROPOSED

MASS COMMUNICATION

Program Advisor: Lana Jackson, 371-5292
(jackson-lc@actx.edu) or Don Abel, 371-5298
(abel-dd@actx.edu) or contact the Language,
Communication and Fine Arts Division, 371-5267

ASSOCIATE IN SCIENCE

Major Code - COMM.AS.MCOM

The following program of study follows the
Communication Field of Study Curricula for
Advertising/Public Relations, Journalism, and
Mass Communication/Radio-TV as adopted by
the Higher Education Coordinating Board.
Students who follow this curricula will be able to
major in the above fields of study and transfer
between 12 and 15 hours of course work in
these major program options to public two- and
four year institutions in Texas.

SEMESTER HOURS

GENERAL EDUCATION REQUIREMENTS*42 Communication

ENGL 1301: Freshman Composition I
ENGL 1302: Freshman Composition II
SPCH*

Social/Behavioral Sciences

HIST 1301: History of the U.S. I
HIST 1302: History of the U.S. II
GOVT 2305: Government of the U.S.
GOVT 2306: Government of Texas
Social/Behavioral Sciences* Elective

Humanities/Fine Arts

Humanities*

Fine Arts*

Mathematics/Natural Sciences

MATH*

Natural Sciences*

Lifetime Fitness

Any PHED course numbered 1101-1122

MAJOR OPTIONS.....15

Students should select a program option in one
of the following areas:

Advertising/Public Relations

COMM 1307: Introduction to Mass
Communication

COMM 1336: Introduction to Radio-TV
Production

COMM 2311: News Reporting and Writing I

COMM 2327: Introduction to Advertising

Students must take one of the following courses:

COMM 1318: Photography I

~~COMM 2305: Editing and Design~~

COMM 2339: Writing for Electronic Media

Journalism

COMM 1307: Introduction to Mass
Communication
COMM 2311: News Reporting and Writing I
COMM 2315: News Reporting and Writing II
COMM 2305: News Editing and Design
COMM 2339: Writing for Electronic Media

Mass Communication/Radio-TV

COMM 1307: Introduction to Mass
Communication
~~COMM 1305: Survey of Electronic Media~~
COMM 1336: Introduction to Radio/TV
Production
COMM 2331: Announcing for Radio-Television
Students must take one of the following courses:
COMM 2303: Radio Production I
COMM 1337: Television Production
COMM 2332: Broadcast News
COMM 2339: Writing for Electronic Media

RECOMENDED

COURSES.....5-6

Students will be advised for other courses based
on the university to which they plan to transfer.

TOTAL.....62-63

Journalism

COMM 1307: Introduction to Mass
Communication
COMM 2311: News Reporting and Writing I
COMM 2315: News Reporting and Writing II
COMM 2305: News Editing and Design
Students must take one of the following courses:
COMM 2339: Writing for Electronic Media
~~COMM 2305: Introduction to Public Relations~~

Mass Communication/Radio-TV

COMM 1307: Introduction to Mass
Communication
COMM 1336: Introduction to Radio/TV
Production
COMM 2331: Announcing for Radio-Television
~~COMM 2332: Broadcast News~~
Students must take one of the following courses:
COMM 2303: Radio Production I
COMM 1337: Television Production
COMM 2339: Writing for Electronic Media

RECOMENDED

COURSES.....5-6

Students will be advised for other courses based
on the university to which they plan to transfer.

TOTAL.....62-63

← Comm
2366

CURRICULUM REVISIONS
Mass Communication Department
Radio/TV-Course Listing

1. Division/Department/Program:

Language Communication & Fine Arts/Mass Communication/Radio/TV

2. Prepared by:

Lana Jackson

3. Request:

Replace IMED 1351: Digital Video with ARTV 1351: Digital Video.

Replace IMED ²³⁴¹2341: Advanced Digital Video with ARTV: Advanced Digital Video.

4. Rationale:

Both IMED courses have been archived under WECM and replaced with ARTV courses to reflect emerging technology.

5. Effects of Revision:

A. Faculty and Staff. N/A

B. Equipment Required. N/A

C. Facilities. N/A

D. Support Areas.

E. Income Projections. N/A

6. Effective Date: Fall 2008

CURRENT

RADIO-TV

(3 sem hrs; 3 lec)

~~IMED 1351: Digital Video~~

~~Prerequisite: COMM 1337 or consent of instructor~~

~~Non-linear editing techniques and principles.~~

~~Capturing video, editing, and outputting of video.~~

~~(3 sem hrs; 2 lec, 4 lab)~~

~~IMED 2341: Advanced Digital Video~~

~~Prerequisite: IMED 1351 or consent of instructor~~

~~Advanced non-linear editing techniques and principles.~~

~~(3 sem hrs; 1 lec, 5 lab)~~

PROPOSED

RADIO-TV

ARTV 1351: Digital Video

Prerequisite: COMM 1337 or consent of instructor

Producing and editing video and sound for multimedia or web productions. Emphasizes capture, editing, and outputting of video using a desktop digital video workstation.

(3 sem. hrs; 2 lec. 4 lab)

ARTV 2341: Advanced Digital Video

Prerequisite: ARTV 1351 or consent of instructor

Instruction in the use of advanced digital video techniques for post-production. Emphasis on generation and integration of special effects, 2-D animation, and 3-D animation for film, video, CD-ROM, and the internet. Exploration of new and emerging compression and video streaming technologies.

(3 sem. hrs; 1 lec. 5 lab)



WORKFORCE EDUCATION COURSE MANUAL, 2007-2008

WECM Course

Digital Video

This course was archived on 08/31/2006.
Replaced with ARTV 1351/1451 (CIP 10.0304).

CIP	Rubric	Number	Course Title	Status	Semester Credit Hrs	Min Cont Hrs	Max Cont Hrs
11.0801	IMED	1351	Digital Video	Archived	3	48	96
11.0801	IMED	1451	Digital Video	Archived	4	64	96

Course Level: Intermediate

Course Description: Skill development in producing and editing video and sound for multimedia or web productions. Emphasis on the capture, editing, and outputting of video using a desktop digital video workstation.

End-of-Course Outcomes: Explain and use digital video capture and output methods; utilize appropriate compression schemes for various output; integrate and composite still graphics and animation into a production; summarize and apply principles of video production; and identify the components of a digital video system.

Cross Reference(s): IMED 1051: Digital Video

CIP Code Description: 11.0801 (Web Page, Digital/Multimedia and Information Resources Design)

Year: 2006

[Search WECM](#) | [WECM Comments](#) | [WECM \(Old System\)](#)



WORKFORCE EDUCATION COURSE MANUAL, 2007-2008

WECM Course

Advanced Digital Video

This course was archived on 08/31/2006.
Replaced with ARTV 2341/2441 (CIP 10.0304).

CIP	Rubric	Number	Course Title	Status	Semester Credit Hrs	Min Cont Hrs	Max Cont Hrs
11.0801	IMED	2341	Advanced Digital Video	Archived	3	48	96
11.0801	IMED	2441	Advanced Digital Video	Archived	4	64	96

Course Level: Advanced

Course Description: Instruction in the use of advanced digital video techniques for post-production. Emphasis on generation and integration of special effects, 2-D animation, and 3-D animation for film, video, CD-ROM, and the Internet. Exploration of new and emerging compression and video streaming technologies.

End-of-Course Outcomes: Apply, generate, and integrate 2-D and 3-D animation in video productions; generate special effects for film/video production; understand and apply video streaming technologies for Internet video; understand and apply chroma-keying in video productions; and plan, edit, and produce a video production.

Cross Reference(s): IMED 2041: Advanced Digital Video

CIP Code Description: 11.0801 (Web Page, Digital/Multimedia and Information Resources Design)

Year: 2006

[Search WECM](#) | [WECM Comments](#) | [WECM \(Old System\)](#)



WORKFORCE EDUCATION COURSE MANUAL, 2007-2008

WECM Course

Advanced Digital Video

CIP	Rubric	Number	Course Title	Status	Semester Credit Hrs	Min Cont Hrs	Max Cont Hrs
10.0304	ARTV	2341	Advanced Digital Video	Active	3	48	96
10.0304	ARTV	2441	Advanced Digital Video	Active	4	64	96

Course Level: Advanced

Course Description: Advanced digital video techniques for post-production. Emphasizes integration of special effects, 2-D animation and 3-D animation for film, video, CD-ROM, and the Internet. Exploration of new and emerging compression and video streaming technologies.

End-of-Course Outcomes: Integrate 2-D and 3-D animation in video productions; generate special effects for film/video production; apply video streaming technologies for Internet video; apply chroma-keying in video productions; and plan, edit, and produce a video production.

Cross Reference(s): ARTV 2041: Advanced Digital Video

CIP Code Description: 10.0304 (Animation, Interactive Technology, Video Graphics and Special Effects)

Year: 2007

[Search WECM](#) | [WECM Comments](#) | [WECM \(Old System\)](#)



WORKFORCE EDUCATION COURSE MANUAL, 2007-2008

WECM Course

Digital Video

CIP	Rubric	Number	Course Title	Status	Semester Credit Hrs	Min Cont Hrs	Max Cont Hrs
10.0304	ARTV	1351	Digital Video	Active	3	48	96
10.0304	ARTV	1451	Digital Video	Active	4	64	96

Course Level: Intermediate

Course Description: Producing and editing video and sound for multimedia or web productions. Emphasizes capture, editing, and outputting of video using a desktop digital video workstation.

End-of-Course Outcomes: Use digital video capture and output methods; apply appropriate compression schemes for various output; integrate still graphics and animation into a production; apply principles of video production; and identify the components of a digital video system.

Cross Reference(s): ARTV 1051: Digital Video

CIP Code Description: 10.0304 (Animation, Interactive Technology, Video Graphics and Special Effects)

Year: 2007

[Search WECM](#) | [WECM Comments](#) | [WECM \(Old System\)](#)

CURRICULUM REVISIONS - #4
Mass Communication Department
RTVB.AAS.BP, RTVB.AAS.BSM

1. Division/Department/Program:

Language Communication & Fine Arts/Mass Communication/Radio/TV

2. Prepared by:

Lana Jackson

3. Request:

Remove COMM 1335: Survey of Electronic Media on the RTVB.AAS.BP degree plan as a Major Option Requirement for the Broadcast Production *Option* ~~sequence.~~

Add COMM 2366: Introduction to Film to the RTVB.AAS.BP degree plan as a Major Option Requirement on the Broadcast Production ~~sequence.~~

Remove COMM 1335: Survey of Electronic Media on the RTVB.AAS.BSM degree plan as a Major Option Requirement for the Broadcast Sales and Marketing sequence.

Add COMM 2330: Introduction to Public Relations to the RTVB.AAS.BSM degree plan as a Major Option Requirement on the Broadcast Sales and Marketing sequence.

4. Rationale:

Provided COMM 1335: Survey of Electronic Media is removed from the Mass Communication curricula as requested, Mass Communication faculty agree that students pursuing technical degrees in the Radio-TV field would benefit from replacement COMM courses which would advance their knowledge in their chosen fields of study.

The addition of COMM 2366: Introduction to Film as a Major Option Requirement on the Broadcast Production sequence will provide students with opportunities to broaden their knowledge regarding filmmaking. There is no comparable course currently offered through AC in the COMM curricula as identified in the *Lower-Division Academic Course Guide Manual* under the List of Approved Courses (p. 38):

COMM 2366 Introduction to Film

Emphasis on the analysis of the visual and aural aspects of selected motion pictures, dramatic aspects of narrative films, and historical growth and sociological effect of film as an art. (*Cross-listed as DRAM 2366*)

Approval Number.....50.0602.51 26

CIP Area.....Visual & Performing Arts

The addition of COMM 2330: Introduction to Public Relations as a Major Option Requirement on the Broadcast Sales and Marketing sequence will provide students with opportunities to expand upon knowledge gained in complimentary advertising and sales courses, COMM 2327 Introduction to Advertising and RTVB 2339 Broadcast Sales. There is no PR-specific course currently offered through AC in the COMM curricula as identified in the *Lower-Division Academic Course Guide Manual* under the List of Approved Courses (p. 37):

COMM 2330 Introduction to Public Relations

Exploration of the history and development of public relations. Presentation of the theory behind and process of public relations including the planning, implementation, and evaluation of PR campaigns.

Approval Number.....09.0902.51 06

CIP Area.....Public Relations

It is anticipated these changes to the RTVB.AAS.BP and RTVB.AAS.BSM curricula will better serve the needs of our program majors.

5. Effects of Revision:

- A. Faculty and Staff. N/A
- B. Equipment Required. N/A
- C. Facilities. N/A
- D. Support Areas. N/A
- E. Income Projections. N/A

6. Effective Date: Fall 2008**7. Attachments:**

Lower-Division Academic Course Guide Manual, p. 37-38
Current/Proposed Curricula comparison

SPCH 2316)

Approval Number.....09.0101.52 06
 CIP Area.....Communication Studies
 maximum SCH per student.....3
 maximum SCH per course.....3
 maximum contact hours per course.....48

COMM 2120 Practicum in Electronic Media (1 SCH version)
COMM 2121 Practicum in Electronic Media (1 SCH version)
COMM 2122 Practicum in Electronic Media (1 SCH version)

COMM 2220 Practicum in Electronic Media (2 SCH version)

COMM 2324 Practicum in Electronic Media (3 SCH version)
COMM 2325 Practicum in Electronic Media (3 SCH version)
COMM 2326 Practicum in Electronic Media (3 SCH version)

Lecture and laboratory instruction and participation.

Approval Number.....09.0701.53 06
 CIP Area.....Communication
 maximum SCH per student.....12
 maximum SCH per course.....3
 maximum contact hours per course.....96

COMM 2327 Introduction to Advertising

Fundamentals of advertising including marketing theory and strategy, copy writing, design, and selection of media.

Approval Number.....09.0903.51 06
 CIP Area.....Communication
 maximum SCH per student.....3
 maximum SCH per course.....3
 maximum contact hours per course.....48

COMM 2328 Advertising Art I
COMM 2329 Advertising Art II

Communication of ideas through processes and techniques of graphic design and illustration.

Approval Number.....50.0402.51 26
 CIP Area.....Visual & Performing Arts
 maximum SCH per student.....6
 maximum SCH per course.....3
 maximum contact hours per course.....48

COMM 2330 Introduction to Public Relations

Exploration of the history and development of public relations. Presentation of the theory behind and process of public relations, including the planning, implementation, and evaluation of PR campaigns.

Approval Number.....	09.0902.51 06
CIP Area.....	Public Relations
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	48

COMM 2331 Radio/Television Announcing

Principles of announcing: study of voice, diction, pronunciation, and delivery. Experience in various types of announcing. Study of phonetics is recommended.

Approval Number.....	09.0701.54 06
CIP Area.....	Communication
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	48

COMM 2332 Radio/Television News

Preparation and analysis of news styles for the electronic media.

Approval Number.....	09.0402.52 06
CIP Area.....	Communication
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	96

COMM 2339 Writing for Radio, Television, & Film

Introduction to basic script formats, terminology, and writing techniques, including the writing of commercials, public service announcements, promotions, news, documentary, and fictional materials.

Approval Number.....	09.0402.51 06
CIP Area.....	Communication
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	48

COMM 2366 Introduction to Film

Emphasis on the analysis of the visual and aural aspects of selected motion pictures, dramatic aspects of narrative films, and historical growth and sociological effect of film as an art. (*Cross-listed as DRAM 2366*)

Approval Number.....	50.0602.51 26
CIP Area.....	Visual & Performing Arts
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	96

CURRENT

RADIO-TV

Program Advisor: Don Abel, 371-5298 (abel-dd@actx.edu) or contact the Language, Communication and Fine Arts Division, 371-5267

ASSOCIATE IN APPLIED SCIENCE

Major Code - See below

Prepares students for positions in the radio-television field. Students satisfactorily completing this program will have the necessary skills and knowledge to qualify for entry positions in radio and/or television stations, production houses and advertising agencies. A specialty area of broadcast production or broadcast sales and marketing will be chosen by the student depending upon the student's career goal.

SEMESTER HOURS

GENERAL EDUCATION

REQUIREMENTS*.....18

Communication

ENGL 1301: Freshman Composition I

ENGL 1302: Freshman Composition II

SPCH *

Humanities/Fine Arts

COMM 1336: Introduction to Radio-TV Production

Mathematics/Natural Sciences

MATH 1332: Contemporary Mathematics I (or any MATH*)

Social/Behavioral Sciences

GOVT 2306: Government of Texas

MAJOR COURSE

REQUIREMENTS.....9

COMM 1337: Television Production

COMM 2303: Radio Production I

COMM 2339: Writing for Electronic Media

MAJOR OPTION

REQUIREMENTS.....35

Student must choose one of the following options:

BROADCAST PRODUCTION

Major Code - RTVB.AAS.BP

ARTC 1325: Introduction to Computer Graphics-Print

BCIS 1305: Business Computer Applications

COMM 1307: Introduction to Mass

Communication

~~COMM 1336: Survey of Electronic Media~~

COMM 2327: Introduction to Advertising

COMM 2331: Announcing for Radio-Television

COMM 2332: Broadcast News

RTVB 1447: Audio/Radio Production II

or

RTVB 2337: TV Production Workshop I

PROPOSED

RADIO-TV

Program Advisor: Don Abel, 371-5298 (abel-dd@actx.edu) or contact the Language, Communication and Fine Arts Division, 371-5267

ASSOCIATE IN APPLIED SCIENCE

Major Code - See below

Prepares students for positions in the radio-television field. Students satisfactorily completing this program will have the necessary skills and knowledge to qualify for entry positions in radio and/or television stations, production houses and advertising agencies. A specialty area of broadcast production or broadcast sales and marketing will be chosen by the student depending upon the student's career goal.

SEMESTER HOURS

GENERAL EDUCATION

REQUIREMENTS*.....18

Communication

ENGL 1301: Freshman Composition I

ENGL 1302: Freshman Composition II

SPCH *

Humanities/Fine Arts

COMM 1336: Introduction to Radio-TV Production

Mathematics/Natural Sciences

MATH 1332: Contemporary Mathematics I (or any MATH*)

Social/Behavioral Sciences

GOVT 2306: Government of Texas

MAJOR COURSE

REQUIREMENTS.....9

COMM 1337: Television Production

COMM 2303: Radio Production I

COMM 2339: Writing for Electronic Media

MAJOR OPTION

REQUIREMENTS.....35

Student must choose one of the following options:

BROADCAST PRODUCTION

Major Code - RTVB.AAS.BP

ARTC 1325: Introduction to Computer Graphics-Print

BCIS 1305: Business Computer Applications

COMM 1307: Introduction to Mass

Communication

~~COMM 1336: Survey of Electronic Media~~

COMM 2327: Introduction to Advertising

COMM 2331: Announcing for Radio-Television

COMM 2332: Broadcast News

RTVB 1447: Audio/Radio Production II

or

RTVB 2337: TV Production Workshop I

RTVB 2164 or 2264 or 2364: Practicum
RTVB 2339: Broadcast Sales
ELECTIVES

BROADCAST SALES AND MARKETING:

Major Code - RTVB.AAS.BSM

HRPO 1311: Human Relations

MRKG 1311: Principles of Marketing

MRKG 2333: Principles of Selling

COMM 1307: Introduction to Mass
Communication

~~COMM 1307: Introduction to Mass Communication~~

COMM 2327: Introduction to Advertising

RTVB 2339: Broadcast Sales

ARTC1325: Introduction to Computer Graphics-
Print

BCIS 1305: Business Computer Applications

RTVB 2164 or 2264 or 2364: Practicum

ELECTIVES

TOTAL.....62

RTVB 2164 or 2264 or 2364: Practicum
RTVB 2339: Broadcast Sales
ELECTIVES

BROADCAST SALES AND MARKETING:

Major Code - RTVB.AAS.BSM

HRPO 1311: Human Relations

MRKG 1311: Principles of Marketing

MRKG 2333: Principles of Selling

COMM 1307: Introduction to Mass
Communication

~~COMM 1307: Introduction to Public Relations~~

COMM 2327: Introduction to Advertising

RTVB 2339: Broadcast Sales

ARTC1325: Introduction to Computer Graphics-
Print

BCIS 1305: Business Computer Applications

RTVB 2164 or 2264 or 2364: Practicum

ELECTIVES

TOTAL.....62

CURRICULUM REVISIONS - #5
Mass Communication Department
RTVB.CERT

3. Division/Department/Program:

Language Communication & Fine Arts/Mass Communication/Radio/TV

4. Prepared by:

Lana Jackson

3. Request:

Remove COMM 1335: Survey of Electronic Media on the RTVB.CERT plan as a Major Course Requirement on the Broadcast Production sequence.

Add COMM 2366: Introduction to Film to the RTVB.CERT plan as a Major Course Requirement on the Broadcast Production sequence.

Remove COMM 1335: Survey of Electronic Media on the RTVB.CERT plan as a Major Course Requirement on the Broadcast Sales and Marketing sequence.

Add COMM 2330: Introduction to Public Relations to the RTVB.CERT plan as a Major Course Requirement on the Broadcast Sales and Marketing sequence.

4. Rationale:

Provided COMM 1335: Survey of Electronic Media is removed from the Mass Communication curricula as requested, Mass Communication faculty agree that students pursuing Certificates of Completion in the Radio-TV field would benefit from replacement COMM courses which would advance their knowledge in their chosen fields of study prior to employment in the industry.

The addition of COMM 2366: Introduction to Film as a Major Course Requirement on the Broadcast Production sequence will provide students with opportunities to broaden their knowledge regarding filmmaking. There is no comparable course currently offered through AC in the COMM curricula as identified in the *Lower-Division Academic Course Guide Manual* under the List of Approved Courses (p. 38):

COMM 2366 Introduction to Film

Emphasis on the analysis of the visual and aural aspects of selected motion pictures, dramatic aspects of narrative films, and

historical growth and sociological effect of film as an art. (*Cross-listed as DRAM 2366*)

Approval Number.....50.0602.51 26
CIP Area.....Visual & Performing Arts

The addition of COMM 2330: Introduction to Public Relations as a Major Course Requirement on the Broadcast Sales and Marketing sequence will provide students with opportunities to expand upon knowledge gained in complimentary advertising and sales courses, COMM 2327 Introduction to Advertising and RTVB 2339 Broadcast Sales, for application in the local industry upon employment. There is no PR-specific course currently offered through AC in the COMM curricula as identified in the *Lower-Division Academic Course Guide Manual* under the List of Approved Courses (p. 37):

COMM 2330 Introduction to Public Relations

Exploration of the history and development of public relations.
Presentation of the theory behind and process of public relations including the planning, implementation, and evaluation of PR campaigns.

Approval Number.....09.0902.51 06
CIP Area.....Public Relations

It is anticipated these changes to the RTVB.CERT Major Course Requirements will better serve the needs of our certificate recipients as they seek jobs in the local advertising and media market.

5: Effects of Revision:

- A. Faculty and Staff.
- B. Equipment Required. N/A
- C. Facilities. N/A
- D. Support Areas. N/A
- E. Income Projections. N/A

6. Effective Date: Fall 2008

7. Attachments:

Lower-Division Academic Course Guide Manual, p. 37-38
Current/Proposed Curricula comparison

SPCH 2316)

Approval Number.....	09.0101.52 06
CIP Area.....	Communication Studies
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	48

COMM 2120 Practicum in Electronic Media (1 SCH version)

COMM 2121 Practicum in Electronic Media (1 SCH version)

COMM 2122 Practicum in Electronic Media (1 SCH version)

COMM 2220 Practicum in Electronic Media (2 SCH version)

COMM 2324 Practicum in Electronic Media (3 SCH version)

COMM 2325 Practicum in Electronic Media (3 SCH version)

COMM 2326 Practicum in Electronic Media (3 SCH version)

Lecture and laboratory instruction and participation.

Approval Number.....	09.0701.53 06
CIP Area.....	Communication
maximum SCH per student.....	12
maximum SCH per course.....	3
maximum contact hours per course.....	96

COMM 2327 Introduction to Advertising

Fundamentals of advertising including marketing theory and strategy, copy writing, design, and selection of media.

Approval Number.....	09.0903.51 06
CIP Area.....	Communication
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	48

COMM 2328 Advertising Art I

COMM 2329 Advertising Art II

Communication of ideas through processes and techniques of graphic design and illustration.

Approval Number.....	50.0402.51 26
CIP Area.....	Visual & Performing Arts
maximum SCH per student.....	6
maximum SCH per course.....	3
maximum contact hours per course.....	48

COMM 2330 Introduction to Public Relations

Exploration of the history and development of public relations. Presentation of the theory behind and process of public relations, including the planning, implementation, and evaluation of PR campaigns.

Approval Number.....	09.0902.51 06
CIP Area.....	Public Relations
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	48

COMM 2331 Radio/Television Announcing

Principles of announcing: study of voice, diction, pronunciation, and delivery. Experience in various types of announcing. Study of phonetics is recommended.

Approval Number.....	09.0701.54 06
CIP Area.....	Communication
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	48

COMM 2332 Radio/Television News

Preparation and analysis of news styles for the electronic media.

Approval Number.....	09.0402.52 06
CIP Area.....	Communication
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	96

COMM 2339 Writing for Radio, Television, & Film

Introduction to basic script formats, terminology, and writing techniques, including the writing of commercials, public service announcements, promotions, news, documentary, and fictional materials.

Approval Number.....	09.0402.51 06
CIP Area.....	Communication
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	48

COMM 2366 Introduction to Film

Emphasis on the analysis of the visual and aural aspects of selected motion pictures, dramatic aspects of narrative films, and historical growth and sociological effect of film as an art. (*Cross-listed as DRAM 2366*)

Approval Number.....	50.0602.51 26
CIP Area.....	Visual & Performing Arts
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	96

**CURRENT
RADIO-TV**

Program Advisor: Don Abel, 371-5298 (abel-dd@actx.edu) or contact the Language, Communication and Fine Arts Division, 371-5267

CERTIFICATE OF COMPLETION

Major Code - RTVB.CERT

Contact the Testing Center or the Program Advisor for testing requirements. Testing requirements are based on the unique needs of the certificate program. Prepares students for positions in the radio-television field without the additional course work necessary for an Associate in Applied Science degree. Students completing the Radio-TV certificate will be eligible for many entry level positions in the field of radio and television. A specialty area of broadcast production or broadcast sales and marketing will be chosen by the student depending upon the student's career goal.

SEMESTER HOURS

MAJOR COURSE REQUIREMENTS.....42

Student must choose one of the following options:

BROADCAST PRODUCTION

COMM 1336: Introduction to Radio-TV Production

COMM 1337: Television Production

COMM 2303: Radio Production I

COMM 2327: Introduction to Advertising

RTVB 2337: Television Production Workshop

RTVB 1447: Audio/Radio Production II

COMM 2339: Writing for Electronic Media

RTVB 2339: Broadcast Sales

COMM 1307: Introduction to Mass Communication

COMM 2331: Announcing for Radio-Television

~~COMM 1325: Survey of Electronic Media~~

COMM 2332: Broadcast News

ARTC 1325: Introduction to Computer Graphics-Print

RTVB 2164 or 2264 or 2364: Practicum

ELECTIVES

BROADCAST SALES AND MARKETING

COMM 1307: Introduction to Mass Communication

~~COMM 1325: Survey of Electronic Media~~

COMM 1336: Introduction to Radio-TV Production

COMM 1337: Television Production

COMM 2303: Radio Production I

COMM 2327: Introduction to Advertising

**PROPOSED
RADIO-TV**

Program Advisor: Don Abel, 371-5298 (abel-dd@actx.edu) or contact the Language, Communication and Fine Arts Division, 371-5267

CERTIFICATE OF COMPLETION

Major Code - RTVB.CERT

Contact the Testing Center or the Program Advisor for testing requirements. Testing requirements are based on the unique needs of the certificate program. Prepares students for positions in the radio-television field without the additional course work necessary for an Associate in Applied Science degree. Students completing the Radio-TV certificate will be eligible for many entry level positions in the field of radio and television. A specialty area of broadcast production or broadcast sales and marketing will be chosen by the student depending upon the student's career goal.

SEMESTER HOURS

MAJOR COURSE REQUIREMENTS.....42

Student must choose one of the following options:

BROADCAST PRODUCTION

COMM 1336: Introduction to Radio-TV Production

COMM 1337: Television Production

COMM 2303: Radio Production I

COMM 2327: Introduction to Advertising

RTVB 2337: Television Production Workshop

RTVB 1447: Audio/Radio Production II

COMM 2339: Writing for Electronic Media

RTVB 2339: Broadcast Sales

COMM 1307: Introduction to Mass Communication

COMM 2331: Announcing for Radio-Television

~~COMM 2332: Introduction to Film~~

COMM 2332: Broadcast News

ARTC 1325: Introduction to Computer Graphics-Print

RTVB 2164 or 2264 or 2364: Practicum

ELECTIVES

BROADCAST SALES AND MARKETING

COMM 1307: Introduction to Mass Communication

~~COMM 2332: Introduction to Film~~

~~COMM 2332: Introduction to Film~~

COMM 1336: Introduction to Radio-TV Production

COMM 1337: Television Production

COMM 2303: Radio Production I

COMM 2327: Introduction to Advertising
COMM 2339: Writing for Electronic Media
RTVB 2339: Broadcast Sales
HRPO 1311: Human Relations
MRKG 2333: Principles of Selling
ARTC 1325: Introduction to Computer
Graphics-Print
RTVB 2164 or 2264 or 2364: Practicum
ELECTIVES
TOTAL.....42

COMM 2327: Introduction to Advertising
COMM 2339: Writing for Electronic Media
RTVB 2339: Broadcast Sales
HRPO 1311: Human Relations
MRKG 2333: Principles of Selling
ARTC 1325: Introduction to Computer
Graphics-Print
RTVB 2164 or 2264 or 2364: Practicum
ELECTIVES
TOTAL.....42

CURRENT

RADIO-TV

COMM 1307*: Introduction to Mass Communication

Survey of communication field; history, purpose, methods of operation; interrelations among media forms, individual, and society.

(3 sem hrs; 3 lec) (MCOM 3103)#

COMM 1335*: Survey of Electronic Media

~~Broadcast/cable station organization; functions of various departments; history and development of industry, FCC, networks, ratings, government regulation, self-regulation, programming, and public interest concept. Study of new technology.~~

~~(3 sem hrs; 3 lec) (MCOM 4203)#~~

COMM 1336*: Introduction to Radio-TV Production

Operation of studio and control room equipment for radio and television production; Experience on production crew for programs and commercials. Understanding of visual elements of the electronic media.

(3 sem hrs; 2 lec, 3 lab) (RADTV 3103)#

COMM 1337*: Television Production

Prerequisite: COMM 1336

Production techniques, theory of lighting, non-linear/digital and videotape editing, and field camera operation.

(3 sem hrs; 2 lec, 4 lab) (RADTV 3203)#

COMM 2220*: Television Workshop

Prerequisite: Consent of instructor

Laboratory experience in television production by producing program material for use on the college television station, college cable channel and/or special project.

(2 sem hrs; 4 lab) (MCOM 4502)#

COMM 2303*: Radio Production I

Prerequisite: COMM 1336

Participation in on-air board shift on KACV-FM; production techniques, formats, styles and remote equipment operation.

(3 sem hrs; 2 lec, 2 lab) (RADTV 3403)#

COMM 2324*: Electronic Media Workshop

Work with college radio station, PBS television station, cable channel or commercial media outlet. Individual research or project with faculty supervision.

(3 sem hrs; 6 lab) (MCOM 4463)#

COMM 2326*: Media Internship

Prerequisite: Consent of instructor

Internship arranged with a media outlet; student will work at radio or television station, magazine, newspaper or advertising agency with faculty supervision.

(3 sem hrs; 6 hrs work/week) (MCOM 4602)#

COMM 2327*: Introduction to Advertising

Theories, principles, and functions of advertising; role in marketing strategy; specific requirements of all media forms; campaigns and role of advertising agency.

(3 sem hrs; 3 lec) (MCOM 3403)#

COMM 2331*: Announcing for Radio-Television

Techniques of radio-television announcer; voice development, articulation/diction, and phonetics;

PROPOSED

RADIO-TV

COMM 1307*: Introduction to Mass Communication

Survey of communication field; history, purpose, methods of operation; interrelations among media forms, individual, and society.

(3 sem hrs; 3 lec) (MCOM 3103)#

COMM 1336*: Introduction to Radio-TV Production

Operation of studio and control room equipment for radio and television production. Experience on production crew for programs and commercials. Understanding of visual elements of the electronic media.

(3 sem hrs; 2 lec, 3 lab) (RADTV 3103)#

COMM 1337*: Television Production

Prerequisite: COMM 1336

Production techniques, theory of lighting, non-linear/digital and videotape editing, and field camera operation.

(3 sem hrs; 2 lec, 4 lab) (RADTV 3203)#

COMM 2220*: Television Workshop

Prerequisite: Consent of instructor

Laboratory experience in television production by producing program material for use on the college television station, college cable channel and/or special project.

(2 sem hrs; 4 lab) (MCOM 4502)#

COMM 2303*: Radio Production I

Prerequisite: COMM 1336

Participation in on-air board shift on KACV-FM; production techniques, formats, styles and remote equipment operation.

(3 sem hrs; 2 lec, 2 lab) (RADTV 3403)#

COMM 2324*: Electronic Media Workshop

Work with college radio station, PBS television station, cable channel or commercial media outlet. Individual research or project with faculty supervision.

(3 sem hrs; 6 lab) (MCOM 4463)#

COMM 2326*: Media Internship

Prerequisite: Consent of instructor

Internship arranged with a media outlet; student will work at radio or television station, magazine, newspaper or advertising agency with faculty supervision.

(3 sem hrs; 6 hrs work/week) (MCOM 4602)#

COMM 2327*: Introduction to Advertising

Theories, principles, and functions of advertising; role in marketing strategy; specific requirements of all media forms; campaigns and role of advertising agency.

(3 sem hrs; 3 lec) (MCOM 3403)#

COMM 2330: Introduction to Public Relations

Exploration of the history and development of public relations. Presentation of the theory behind and process of public relations, including the planning, implementation, and evaluation of PR campaigns.

(3 sem hrs; 3 lec)

COMM 2331*: Announcing for Radio-Television

Techniques of radio-television announcer; voice development, articulation/diction, and phonetics;

interviewing techniques and experience in announcing all types of material.

(3 sem hrs; 3 lec) (MCOM 3303)#

COMM 2332*: Broadcast News

Gather, edit, present, and analyze news for broadcast stations; to examine news department organization and philosophy. Presentation of regularly scheduled newscast on KACV-FM and/or development of television package news stories.

(3 sem hrs; 3 lec, 2 lab) (MCOM 4503)#

COMM 2339: Writing for Electronic Media

~~Writing techniques for radio and television commercials, public service announcements, promos, and other broadcast and film materials. Emphasis on the format and style of each type of writing.~~

~~(3 sem hrs; 2 lec, 2 lab) (RADTV 4803)#~~

RTVB 1150: Radio Experience I

Prerequisite: COMM 2303 or consent of instructor

Laboratory experience in radio operation and announcing by broadcasting on the college radio station, KACV-FM.

(1 sem hr; 1 lec, 2 lab) (RADTV 4601)#

RTVB 2164, 2264, 2364: Practicum - Radio and Television Broadcasting

Practical experience in the media workplace.

Students must secure employment in a media facility in order to enroll. (1 hr credit per 10 hrs work) (2 hr credit per 20 hours work) (3hr credit per 30 hrs work)

(RADTV 5301, 5401, 5302)#

RTVB 1391: Special Topics in Radio and Television Broadcasting

Special topics in the field of radio and television including an in-depth examination of contemporary trends. Topics may include the areas of programming, sales, production, engineering, promotion, news, non-traditional revenue and other topics.

(3 sem hrs; 3 lec)

RTVB 1447: Audio/Radio Production II

Prerequisite: COMM 2303

Participation in on-air board shift on KACV-FM; advanced production techniques; functions, responsibilities of program director; formatting techniques and development of playlists and clocks.

(4 sem hrs; 1 lec, 6 lab) (RADTV 4503)#

RTVB 2250: Radio Experience II

Prerequisite: COMM 2303 or consent of instructor

Advanced laboratory experience in radio operation and announcing by broadcasting on the college radio station, KACV-FM.

(2 sem hr, 1 lec, 4 lab) (RADTV 4602)#165

***Texas Common Course Number #Previous prefix and number**

RTVB 2337: Television Production Workshop I

Prerequisite: COMM 1337

Planning and producing television programs and commercials emphasizing the directing and producing responsibilities. Practical experience in producing programs.

(3 sem hrs; 1 lec, 4 lab) (RADTV 4303)#

interviewing techniques and experience in announcing all types of material.

(3 sem hrs; 3 lec) (MCOM 3303)#

COMM 2332*: Broadcast News

Gather, edit, present, and analyze news for broadcast stations; to examine news department organization and philosophy. Presentation of regularly scheduled newscast on KACV-FM and/or development of television package news stories.

(3 sem hrs; 3 lec, 2 lab) (MCOM 4503)#

COMM 2339: Writing for Electronic Media

Writing techniques for digital media production, including multimedia presentations using print, streaming audio, and streaming video. Emphasis on the format and style of each type of writing.

(3 sem hrs; 2 lec, 2 lab)

COMM 2366: Introduction to Film

Emphasis on the analysis of the visual and aural aspects of selected motion pictures, dramatic aspects of narrative films, and historical growth and sociological effect of film as an art.

(3 sem hrs; 3 lec)

RTVB 1150: Radio Experience I

Prerequisite: COMM 2303 or consent of instructor

Laboratory experience in radio operation and announcing by broadcasting on the college radio station, KACV-FM.

(1 sem hr; 1 lec, 2 lab) (RADTV 4601)#

RTVB 2164, 2264, 2364: Practicum - Radio and Television Broadcasting

Practical experience in the media workplace.

Students must secure employment in a media facility in order to enroll. (1 hr credit per 10 hrs work) (2 hr credit per 20 hours work) (3hr credit per 30 hrs work)

(RADTV 5301, 5401, 5302)#

RTVB 1391: Special Topics in Radio and Television Broadcasting

Special topics in the field of radio and television including an in-depth examination of contemporary trends. Topics may include the areas of programming, sales, production, engineering, promotion, news, non-traditional revenue and other topics.

(3 sem hrs; 3 lec)

RTVB 1447: Audio/Radio Production II

Prerequisite: COMM 2303

Participation in on-air board shift on KACV-FM; advanced production techniques; functions, responsibilities of program director; formatting techniques and development of playlists and clocks.

(4 sem hrs; 1 lec, 6 lab) (RADTV 4503)#

RTVB 2250: Radio Experience II

Prerequisite: COMM 2303 or consent of instructor

Advanced laboratory experience in radio operation and announcing by broadcasting on the college radio station, KACV-FM.

(2 sem hr, 1 lec, 4 lab) (RADTV 4602)#165

***Texas Common Course Number #Previous prefix and number**

RTVB 2337: Television Production Workshop I

Prerequisite: COMM 1337

Planning and producing television programs and commercials emphasizing the directing and producing

RTVB 2339: Broadcast Sales

Instruction in sales methods, audience measurement, demographics, station promotion, non-traditional revenue and public relations for broadcast stations.
(3 sem hrs; 3 lec)

IMED 1351: Digital Video

Prerequisite: COMM 1337 or consent of instructor

Non-linear editing techniques and principles.

Capturing video, editing, and outputting of video.

(3 sem hrs; 2 lec, 4 lab)

IMED 2341: Advanced Digital Video

Prerequisite: IMED 1351 or consent of instructor
Advanced non-linear editing techniques and principles.

(3 sem hrs; 1 lec, 5 lab)

responsibilities. Practical experience in producing programs.

(3 sem hrs; 1 lec, 4 lab) (RADTV 4303)#

RTVB 2339: Broadcast Sales

Instruction in sales methods, audience measurement, demographics, station promotion, non-traditional revenue and public relations for broadcast stations.

(3 sem hrs; 3 lec)

ARTV 1351: Digital Video

Prerequisite: COMM 1337 or consent of instructor

Non-linear editing techniques and principles.

Capturing video, editing, and outputting of video.

(3 sem hrs; 2 lec, 4 lab)

ARTV 2341: Advanced Digital Video

Prerequisite: IMED 1351 or consent of instructor
Advanced non-linear editing techniques and principles.

(3 sem hrs; 1 lec, 5 lab)

Proposal to Modify Amarillo College Graduation Policy

Overview

Graduation rate is one of the key measures for the Texas Higher Education Accountability System. Amarillo College is currently limited in its ability to increase graduation rates because, by policy, our graduation process is student initiated. A policy that would allow the graduation process to be initiated by both students and the College would provide more flexibility. This change would also allow Amarillo College to explore opportunities to confer more degrees and, in turn, bolster graduation rates.

Proposal

Modify the current Amarillo College graduation policy (see: Application for Graduation, pg. 46 of the current Catalog) to include notification to students that the graduation process may be initiated by the College.

Purpose

Provide formal notification to students that, in some cases, the graduation process may be initiated by the College.

Recommendation

Modify the "Graduation" guidelines in the Amarillo College Catalog.

Current

Application for Graduation

Graduation is not an automatic process. Students must formally apply for graduation during the term in which they intend to graduate. Students should begin the process by consulting with an academic advisor to ensure that all degree requirements have been met, then visit with the Registrar's Office to file the Graduation Application. Applications must be filed with the Registrar's Office by the withdrawal deadline of the term in which the student plans to graduate. Degrees are posted to student transcripts at the end of each term.

Proposed

Graduation

Students may apply for graduation during the term in which they intend to complete degree or certificate requirements. Students should begin the process by consulting with an academic advisor to ensure that all degree requirements have been met, and then visit the AC Website to complete the Graduation Application. Applications must be filed by the withdrawal deadline of the term in which the student plans to graduate. Degrees are posted to student transcripts at the end of each term.

Amarillo College reserves the right to post degrees and/or certificates for current and former students who have met graduation requirements but have not formally initiated the graduation process.