

**NEW, REVISED, OR DELETED PROGRAM COVER SHEET
2002-2003
University Curriculum Committee
Undergraduate Programs (Majors, Minors, Sequences)**

DEPARTMENT/SCHOOL _____ Communication _____ DATE
_____11/2202_____

A. Proposed Action: (more than one item may be checked if a revision).

- _____ New Major CIPS CODE 09.0401 (obtain from Planning, Policy Studies and Info Systems)
- _____ New Minor CIPS CODE _____ (obtain from Planning, Policy Studies and Info Systems)
- X New Sequence **Visual Communication Sequence in Journalism Major**
- _____ Change in requirements for major
- _____ Change in requirements for minor
- _____ Change in requirements for sequence
- _____ Other program revisions
- _____ More than 50% of courses in this program are distance education.
- _____ Program deletion

B. Summary of proposed action (see Part A), including title and exact *Undergraduate Catalog* copy for a new or altered program. (See *Catalog* and Program Checklist for format and examples.) Provide a summary of the revisions in addition to the exact current *Catalog* copy.

SUMMARY: This proposal requests the creation of a new **Visual Communication Sequence** in a new **Journalism Major** in the Department of Communication. (The Major will contain a total of three sequences.)

C. Routing and action summary:

<p>1. _____ Date Approved Department/School Curriculum Committee Chair</p>	<p>4. _____ Date Approved College Dean</p>
<p>2. _____ Date Approved Department Chair/School Director</p>	<p>5. _____ Date Approved Teacher Education Council Chair if appropriate (10 copies to the Dean of the College of Education)</p>
<p>3. _____ Date Approved College Committee Chair</p>	<p>6. _____ Date Approved University Curriculum Committee Chair (8 copies to the Undergraduate Studies)</p>

Submit 20 copies of **NEW** Undergraduate proposals to University Curriculum Committee
Submit 8 copies of **REVISED** Undergraduate proposals to University Curriculum Committee

All new and deleted programs (majors, minors, sequences) are routed by the U.C.C. to the Academic Senate. **The Senate rules mandate electronic submission (in MS Word or HTML format) of all materials for Web site posting.**

5/02

PART A: Program Description and Explanations (New or Revised Programs)

Institution: Illinois State University

Responsible Department: Communication

Proposed Program Title: Visual Communication Sequence, Journalism Major

Previous Program Title: n/a

CIPS classification: 09.0401

Date of Implementation: 2004-2005 Undergraduate Catalog

Description of Proposed Program or Name Change: This proposal requests the creation of a new **Visual Communication Sequence** in a new **Journalism Major** in the Department of Communication. (The Major will contain a total of three sequences.)

Exact Catalog Copy:

Journalism Program

Degrees Offered: B.A., B.S.

Major in Journalism

Students majoring in journalism select one of three sequences in addition to a core of basic courses. Core courses give students grounding in theory, research and legal and ethical issues confronting practitioners in mass media.

- 39 hours required
- Required courses: COM 111, 160, 161, 260 or 360, 297, 361, 367
- A minimum of 24 senior hours including at least 12 hours at the 300 level (excluding 398)
- Journalism majors must complete a minor or second major in a department other than Communication.
- Sequences: Journalism majors must complete 18 hours in one of the following sequences:

Broadcast Journalism: The Visual Communication Sequence offers courses in television reporting, management and announcing.

- COM 167, 257, 267, 271 or 364 required plus six hours of communication electives.

News Editorial: The News Editorial Sequence offers courses in news reporting, editing and advanced news writing.

- COM 165, 166, 265, 385 required plus six hours of communication electives.

Visual Communication: The Visual Communication Sequence offers courses in photography, graphics, design and production for print and online media.

- COM 165 or 167, 241, 269 or 362, 365, 366 required plus three hours of communication electives.

Rationale for Proposal: Visual Communication is currently one of six non-binding concentrations in the Mass Communication Major, and all courses in the proposed program are currently offered. The Visual Communication sequence is structured somewhat differently under the journalism program than the current concentration. The major differences would be (1) not to include COM 240 which is a presentation media course appropriate for Public Relations majors but not print journalism majors who would be aiming for photography or layout and design positions in the field and (2) require COM 269 which is a publication design course including magazines and potentially newspapers or COM 362 which is an audio/video production course for non-broadcast majors. This would be an important requirement as media converges and journalism practitioners are expected to deal with a variety of media, not just print.

The creation of a Journalism Major better identifies to students, the university and outside constituents the nature of the curriculum. A distinct journalism major would also allow the department to work towards obtaining AEJMC (Association for Education in Journalism and Mass Communication) accreditation, an advantage both for recruiting well-qualified students and for

program alumni seeking employment.

The core courses common to all journalism sequences assure a broad background in the field of communication that is shared with the revised Mass Communication major (separate proposal). The core differs from the current Mass Communication core only in allowing a choice between COM 260 and COM 360 where both were required in earlier catalogs and in allowing up to 6 hours of professional practice. While the content of both COM 260 and COM 360 is important to mass communication scholars, department faculty believe students should have the option of choosing a critical/qualitative (COM 260) or quantitative (COM 360) approach to mass communication theory. Allowing three additional hours of professional practice will accommodate students needing both on-campus and off-campus internships in their areas of specialization.

The new sequence will provide adequate specialized preparation in visual communication, recognized officially on University transcripts, to allow students to obtain entry-level employment in the field. The entry-level positions would include newspaper design positions, which have grown exponentially in the past 5-10 years, and Web production and design positions, which are now available at almost all newspapers and other print publications such as magazines. Additional opportunities in other industries would include corporations such as State Farm that produce a plethora of printed materials in-house for clients, employees and the general public and need employees with visual communication skills to help in the production of those materials.

See attached materials for complete rationale.

COE Conceptual Framework: n/a

Expected Impact of Proposal on Existing Programs: This sequence is based upon on the existing Visual Communication concentration (in Mass Communication) that will be deleted from the catalog through a separate proposal currently under consideration. All courses are regularly offered by the Department.

Expected Curricular Changes: As discussed above, the proposed changes are internal to the Communication Department. Students in earlier catalogs will have continued access to all courses required for their programs.

Milner contacted to Determine Sufficient Resources: All courses required are currently supported by existing resources.

Anticipated Staffing Arrangements: No changes to current staffing are anticipated. All courses are in place and taught regularly.

Anticipated Funding Needs and Source of Funds: n/a

PART B: Other Requirements

Letters of concurrence from affected departments: See attached letters of support.

Program does not require more than 124 semester hours of course work.

Major for B.A., B.S., B.E.Ed. does not require more than 55 semester hours.

Major does not mandate more than 76 semester hours excluding General Education.

Major program does not stipulate a specific general education course from Communication as part of major requirement.

Minors are not impacted by this proposal.

CURRENT CATALOG COPY (for Mass Communication Major):

MAJOR IN MASS COMMUNICATION PROGRAM

-39 hours required.

-Required Courses: COM 111, 160, 161, 260, 297, 360, 361, and 367

-A minimum of 24 senior hours including at least 12 hours at the 300 level (excluding 398).

-Mass Communication majors must complete a minor or second major in a department other than communication.

-A maximum of 9 hours can be counted concurrently toward the Mass Communication major and other majors or minors within the Department of Communication.

-15 hours of electives, to be chosen in consultation with a departmental advisor, Students are encouraged, but not required, to choose electives from a concentration that reflects their career options.

-Students may include a maximum of 3 hours of Professional Practice 398 toward their major electives.

-Concentrations: Mass Communication majors must choose five additional mass communication courses as electives in order to complete their major plan of study. Students may choose these from groups of courses called concentrations. The elective concentrations represent various media career options such as print or broadcast journalism, radio and television broadcast production, international communication, and visual (graphics) communication. Students may choose one or more concentrations or choose from additional mass communication electives to complete their plan of study. Recommended courses for each

concentration are listed below.

Broadcast Journalism: COM 162 or 163, 167, 264, 267.

Radio Production: COM 162, 264, 364, 398

Television Production: COM 163, 263, 362, 398

International Communication: COM 165 or 167, 218, 369, 372

Print Journalism: COM 165, 166, 265, 269, 385

Visual Communication: COM 240, 241, 365, 366

-Additional electives: COM 228, 266, 268, 304, 324, 329, 355, 363, 370, 371, 398.

-Students may repeat COM 263 or 267 one additional time, but only three hours of the course may count toward the major.