

**University of Windsor
Program Development Committee**

5.2: **Communication, Media and Film – New Course Proposal**

Item for: **Approval**

MOTION: That the following course additions be made*:

- 40-112. Introduction to Media Design and Production**
- 40-218. Digital Media Production I**
- 40-219. Digital Media Production II**
- 40-221. Capturing Without Borders**
- 40-318. Field and Studio Sound Recording**
- 40-319. Documenting Your World**
- 40-327. Digital Video Editing and Post-Production**
- 40-423. Advertising/Marketing Campaign Production**
- 40-424. Advanced Non-Fiction Media Production**
- 40-428. Senior Project**
- 40-463. Gender and Technology**
- 40-364. Media, Technology and the Environment**

**Subject to approval of the expenditures required.*

Rationale/Approvals:

- The proposed changes have been approved by the Department of Communication, Media and Film and the Faculty of Arts and Social Sciences Council. The School for Arts and Creative Innovation was consulted and are in support of the new course proposals.
- *See attached.*

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

TITLE OF THE PROGRAM/CERTIFICATE: Communication, Media & Film
DEPARTMENT/SCHOOL: Communication, Media & Film
FACULTY: Faculty of Arts and Social Sciences
Proposed change(s) effective as of: Fall 2013

1. NEW COURSE PROFILE

Course # and Title: 40-112. Introduction to Media Design and Production

Calendar Description

Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.

An introduction to fundamental concepts, methods and strategies used to create specific meaning, emotional impact and consumer behaviour through both the analysis and creation of messages. In-class workshops and experiential learning exercises provide students with basic production skills in audio-visual design including image composition, sound recording, video project editing, and web content/social media creation. Combining both studio and field based learning, students will research various media/delivery channels, potential demographics, script write, shoot and edit basic projects. (Restricted to first year Honours students in Communication, Media and Film or combined four-year Honours programs with Communication, Media and Film). (2 lecture, 2 laboratory hours per week)

Other Course Information

Please complete the following tables.

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery <i>[please specify]</i>	Lecture	Tutorial	Lab.	Co-op/practicum
3	4/wk					2		2	

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** <i>[provide old course number]</i>
				Yes, for students interested in pursuing media production		

*****Replacing Old Course (this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.)**

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

No.

2. RATIONALE

Course Goal(s)

Please provide a statement about the purpose of the course within the program of study or as an option.

40-112 is the first in a sequence of ten new courses focused on digital media production. CMF has had to revise and streamline its production curriculum due to the anticipated move of film production to the new School of Arts and Creative Innovation.

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM “D”

LEARNING OUTCOMES

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in “To Greater Heights” by listing them in the appropriate rows.

Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course may not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.

Information on learning outcomes is appended to this form (Appendix A). The information is also on the PDC Website or through the University Secretariat. Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning for assistance with the articulation of learning outcomes.

Learning Outcomes (see Appendix A for more on learning outcomes) At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
define and explain key terms and concepts associated with media design and production practices identify and analyze components of media messages derived from various formats (see also B) demonstrate competencies in basic audio-visual production and editing skills	A. the acquisition, application and integration of knowledge
choose appropriate delivery formats/channels for content based on background research (see also A)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
create effective media content based on the application of theoretical knowledge/concepts (see also A, F and H)	C. critical thinking and problem-solving skills
	D. literacy and numeracy skills
	E. responsible behaviour to self, others and society
	F. interpersonal and communications skills
	G. teamwork, and personal and group leadership skills
	H. creativity and aesthetic appreciation

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

Learning Outcomes <i>(see Appendix A for more on learning outcomes)</i> At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
	I. the ability and desire for continuous learning

Demand for Course

Please provide as much information on projected enrolment as possible. In providing this information, proposers are encouraged to complete the table below.

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	100-120	100-120	100-120	100-120	100-120

What will be the impact, of offering the new course, on enrolments in existing courses in the program or department?

None. This new first-year course will be required of students interested in pursuing digital media production and will replace the existing first year production courses.

Student Workload

*Provide information on the expected workload per week of a student enrolled in this course.
NOTE: Student workload should be consistent with the credit weight assigned to the course.*

Average number of hours per week that the student will be expected to devote to:	
2	Lectures
	Tutorials
2	Labs
	Practical experience
	Independent Study
0.5	Reading for the course
	Work for assessment (essays, papers, projects, laboratory work)
1	Meeting with others for group work/project assignments
0.5	Studying for tests/examinations
	Other: <i>[specify]</i>

How does the student workload for this course compare with other similar courses in the department/program area?

The workload is comparable to other first year courses.

RESOURCES AVAILABLE

Faculty and Staff

What are the faculty and staff resources (including all faculty and staff from affected areas/departments) currently available and committed to actively support the new course?

This course will be part of the teaching load of a faculty member in Communication, Media and Film.

Other Resources

What are the resources currently available and committed to actively support the new course (including library, teaching and learning support, space, equipment, facilities, GA/TAs, etc.)?

PROGRAM DEVELOPMENT COMMITTEE

NEW COURSE PROPOSALS

FORM "D"

We currently have some equipment to facilitate this course; additional equipment purchases may be necessary for which funding exists.

Reliance on Resources from Another Area/Unit

Will the new course rely on existing resources of another campus unit (e.g., faculty teaching, equipment or facilities outside proposer's control or use of existing equipment within the proposer's control with maintenance and upgrading requirements specified)? Please elaborate and provide relevant details.

N/A

REALLOCATION OF RESOURCES AND COST-SAVINGS

In reviewing the resources required to offer the new course, what opportunities for internal reallocation of resources and cost-savings have been identified and pursued by the area/department (e.g., streamlining existing courses, deleting courses)?

Currently, CMF offers approximately 20 production courses; this will be pared down to 10 based on film production being moved out of the AAU.

ADDITIONAL RESOURCES REQUIRED

Faculty and Staff

What additional faculty and staff resources (including faculty/staff resources required by all affected areas/departments) are required to offer the new course?

N/A

GA/TAs

What additional GA/TA resources (including GA/TA resources required by all affected areas/departments) are required to offer the new course?

N/A

Library

What additional library resources (including library resources required by all affected areas/departments) are required to offer the new course?

N/A

Teaching and Learning Support

What additional teaching and learning support resources (including teaching and learning support resources required by all affected areas/departments) are required to offer the new course?

N/A

Space and Facilities

What additional space and facility resources (including space and facility resources required by all affected areas/departments) are required to offer the new course?

N/A

Equipment

What additional equipment (including equipment resources required by all affected areas/departments) is required to offer the new course?

N/A

PROGRAM DEVELOPMENT COMMITTEE

NEW COURSE PROPOSALS

FORM "D"

TITLE OF THE PROGRAM/CERTIFICATE:
DEPARTMENT/SCHOOL: Communication, Media & Film
FACULTY: Faculty of Arts and Social Sciences
Proposed change(s) effective as of: Fall 2013

2. NEW COURSE PROFILE

Course # and Title: 40-218. Digital Media Production I

Calendar Description

Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.

In this project-based course, students will work in groups to write proposals, scripts and storyboards while also familiarizing themselves with the terminology, aesthetics, mechanics and equipment associated with producing, lighting, shooting and editing video for studio and location-based projects. (Prerequisite: 40-111 or 40-112)

Other Course Information

Please complete the following tables.

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery <i>[please specify]</i>	Lecture	Tutorial	Lab.	Co-op/practicum
3	4/wk					2		2	

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** <i>[provide old course number]</i>
02-40-111 or 40-112				No		

*****Replacing Old Course** *(this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.)*

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

No.

3. RATIONALE

Course Goal(s)

Please provide a statement about the purpose of the course within the program of study or as an option.

40-218 is part of the new sequence of courses in CMF's revised and streamlined production curriculum.

LEARNING OUTCOMES

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course may not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.

PROGRAM DEVELOPMENT COMMITTEE

NEW COURSE PROPOSALS

FORM “D”

Information on learning outcomes is appended to this form (Appendix A). The information is also on the PDC Website or through the University Secretariat. Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning for assistance with the articulation of learning outcomes.

Learning Outcomes (see Appendix A for more on learning outcomes) At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
Define and explain specific terminology associated with both studio and field based production, including terms related to lighting, shooting and editing video Express concepts, ideas and perspectives appropriate to the audio-visual format (see also H)	B. the acquisition, application and integration of knowledge
Create scripts, storyboards and proposals for digital media productions that include research on potential audiences as well as clearly defined objectives and techniques (see also A, C and H)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
	C. critical thinking and problem-solving skills
	D. literacy and numeracy skills
	E. responsible behaviour to self, others and society
	F. interpersonal and communications skills
Demonstrate the ability to work in groups on collaborative projects (see also E and F)	G. teamwork, and personal and group leadership skills
	H. creativity and aesthetic appreciation
	I. the ability and desire for continuous learning

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

Demand for Course

Please provide as much information on projected enrolment as possible. In providing this information, proposers are encouraged to complete the table below.

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	40-50	40-50	40-50	40-50	40-50

What will be the impact, of offering the new course, on enrolments in existing courses in the program or department?

None.

Student Workload

*Provide information on the expected workload per week of a student enrolled in this course.
NOTE: Student workload should be consistent with the credit weight assigned to the course.*

Average number of hours per week that the student will be expected to devote to:

2	Lectures
	Tutorials
2	Labs
	Practical experience
	Independent Study
0.5	Reading for the course
0.5	Work for assessment (essays, papers, projects, laboratory work)
1	Meeting with others for group work/project assignments
0.5	Studying for tests/examinations
	Other: <i>[specify]</i>

How does the student workload for this course compare with other similar courses in the department/program area?

The workload is comparable to other second-year production courses.

RESOURCES AVAILABLE

Faculty and Staff

What are the faculty and staff resources (including all faculty and staff from affected areas/departments) currently available and committed to actively support the new course?

This course would be part of the regular teaching load of a faculty member in Communication, Media and Film.

Other Resources

What are the resources currently available and committed to actively support the new course (including library, teaching and learning support, space, equipment, facilities, GA/TAs, etc.)?

We currently have some equipment to facilitate this course; additional equipment purchases may be necessary for which funding exists.

PROGRAM DEVELOPMENT COMMITTEE

NEW COURSE PROPOSALS

FORM "D"

Reliance on Resources from Another Area/Unit

Will the new course rely on existing resources of another campus unit (e.g., faculty teaching, equipment or facilities outside proposer's control or use of existing equipment within the proposer's control with maintenance and upgrading requirements specified)? Please elaborate and provide relevant details.

N/A

REALLOCATION OF RESOURCES AND COST-SAVINGS

In reviewing the resources required to offer the new course, what opportunities for internal reallocation of resources and cost-savings have been identified and pursued by the area/department (e.g., streamlining existing courses, deleting courses)?

Currently, CMF offers approximately 20 production courses; this will be pared down to 10 based on film production being moved out of the AAU.

ADDITIONAL RESOURCES REQUIRED

Faculty and Staff

What additional faculty and staff resources (including faculty/staff resources required by all affected areas/departments) are required to offer the new course?

N/A

GA/TAs

What additional GA/TA resources (including GA/TA resources required by all affected areas/departments) are required to offer the new course?

N/A

Library

What additional library resources (including library resources required by all affected areas/departments) are required to offer the new course?

N/A

Teaching and Learning Support

What additional teaching and learning support resources (including teaching and learning support resources required by all affected areas/departments) are required to offer the new course?

N/A

Space and Facilities

What additional space and facility resources (including space and facility resources required by all affected areas/departments) are required to offer the new course?

N/A

Equipment

What additional equipment (including equipment resources required by all affected areas/departments) is required to offer the new course?

N/A

PROGRAM DEVELOPMENT COMMITTEE

NEW COURSE PROPOSALS

FORM "D"

TITLE OF THE PROGRAM/CERTIFICATE: Communication, Media & Film
DEPARTMENT/SCHOOL: Communication, Media & Film
FACULTY: Faculty of Arts and Social Sciences
Proposed change(s) effective as of: Fall 2013

3. NEW COURSE PROFILE

Course # and Title: 40-219. Digital Media Production II

Calendar Description

Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.

This course puts into practice concepts and skills learned in Digital Media Production I. Students pitch project ideas that are then selected based on merit and work in teams to research, write, shoot and edit digital media productions targeted to specific external screening venues. A variety of production techniques are explored appropriate for fiction, non-fiction, experimental, etc., genres. (2 lecture, 2 laboratory hours per week) (Prerequisite: 40-218).

Other Course Information

Please complete the following tables.

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery <i>[please specify]</i>	Lecture	Tutorial	Lab.	Co-op/practicum
3	4/wk					2		2	

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** <i>[provide old course number]</i>
02-40-218				No		

*****Replacing Old Course (this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.)**

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

No.

4. RATIONALE

Course Goal(s)

Please provide a statement about the purpose of the course within the program of study or as an option.

This course is part of a revised production stream within CMF based on digital media production.

LEARNING OUTCOMES

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course may not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM “D”

approved in To Greater Heights.

Information on learning outcomes is appended to this form (Appendix A). The information is also on the PDC Website or through the University Secretariat. Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning for assistance with the articulation of learning outcomes.

Learning Outcomes (see Appendix A for more on learning outcomes) At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
Design a project plan that clearly addresses each stage of the production process (pre-production, production, post-production) from conception to implementation, including prospective venues for distribution.	C. the acquisition, application and integration of knowledge
Organize and examine information pertinent to the subject matter of the project in order to demonstrate the ability to conduct relevant research as part of the production process. (see also C and D)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
Integrate conceptual knowledge and practical skills appropriate to content creation for various genres (i.e. non-fiction, fiction, experimental). (See also A, B and H)	C. critical thinking and problem-solving skills
	D. literacy and numeracy skills
	E. responsible behaviour to self, others and society
	F. interpersonal and communications skills
Demonstrate the ability to work in groups and assume leadership for specific roles in a collaborative production environment. (see also E and F)	G. teamwork, and personal and group leadership skills
	H. creativity and aesthetic appreciation
	I. the ability and desire for continuous learning

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

Demand for Course

Please provide as much information on projected enrolment as possible. In providing this information, proposers are encouraged to complete the table below.

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	40-50	40-50	40-50	40-50	40-50

What will be the impact, of offering the new course, on enrolments in existing courses in the program or department?

None.

Student Workload

*Provide information on the expected workload per week of a student enrolled in this course.
NOTE: Student workload should be consistent with the credit weight assigned to the course.*

Average number of hours per week that the student will be expected to devote to:

2	Lectures
	Tutorials
2	Labs
	Practical experience
	Independent Study
0.5	Reading for the course
0.5	Work for assessment (essays, papers, projects, laboratory work)
1	Meeting with others for group work/project assignments
0.5	Studying for tests/examinations
	Other: <i>[specify]</i>

How does the student workload for this course compare with other similar courses in the department/program area?

The workload is comparable to other second-year production courses.

RESOURCES AVAILABLE

Faculty and Staff

What are the faculty and staff resources (including all faculty and staff from affected areas/departments) currently available and committed to actively support the new course?

This course would be part of the regular teaching load of a faculty member in Communication, Media and Film.

Other Resources

What are the resources currently available and committed to actively support the new course (including library, teaching and learning support, space, equipment, facilities, GA/TAs, etc.)?

We currently have some equipment to facilitate this course; additional equipment purchases may be necessary for which funding exists.

PROGRAM DEVELOPMENT COMMITTEE

NEW COURSE PROPOSALS

FORM "D"

Reliance on Resources from Another Area/Unit

Will the new course rely on existing resources of another campus unit (e.g., faculty teaching, equipment or facilities outside proposer's control or use of existing equipment within the proposer's control with maintenance and upgrading requirements specified)? Please elaborate and provide relevant details.

N/A

REALLOCATION OF RESOURCES AND COST-SAVINGS

In reviewing the resources required to offer the new course, what opportunities for internal reallocation of resources and cost-savings have been identified and pursued by the area/department (e.g., streamlining existing courses, deleting courses)?

Currently, CMF offers approximately 20 production courses; this will be pared down to 10 based on film production being moved out of the AAU.

ADDITIONAL RESOURCES REQUIRED

Faculty and Staff

What additional faculty and staff resources (including faculty/staff resources required by all affected areas/departments) are required to offer the new course?

N/A

GA/TAs

What additional GA/TA resources (including GA/TA resources required by all affected areas/departments) are required to offer the new course?

N/A

Library

What additional library resources (including library resources required by all affected areas/departments) are required to offer the new course?

N/A

Teaching and Learning Support

What additional teaching and learning support resources (including teaching and learning support resources required by all affected areas/departments) are required to offer the new course?

N/A

Space and Facilities

What additional space and facility resources (including space and facility resources required by all affected areas/departments) are required to offer the new course?

N/A

Equipment

What additional equipment (including equipment resources required by all affected areas/departments) is required to offer the new course?

N/A

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

TITLE OF THE PROGRAM/CERTIFICATE: BA in Communication, Media and Film
DEPARTMENT/SCHOOL: Communication, Media and Film
FACULTY: Arts and Social Sciences
Proposed change(s) effective as of: Fall 2013

4. NEW COURSE PROFILE

Course # and Title: 40-221. Capturing Without Borders

Calendar Description

Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.

In this course students will develop and design photography-based blog projects that combine effective research and writing skills with the creative use of image capture as a tool for visual communication. Students will learn photographic techniques and image editing software as well as communication strategies, applicable copyright laws, web analytics and search engine optimization. (Prerequisite: 40-111 or 40-112) (2 lecture, 2 laboratory hours per week)

Other Course Information

Please complete the following tables.

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery <i>[please specify]</i>	Lecture	Tutorial	Lab.	Co-op/practicum
3	4/wk					2		2	

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** <i>[provide old course number]</i>
02-40-111 or 02-40-112						

*****Replacing Old Course** (*this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.*)

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

5. RATIONALE

Course Goal(s)

Please provide a statement about the purpose of the course within the program of study or as an option.

40-221 is a new course in the revised CMF production curriculum focusing on new/social media. In particular, it examines issues pertinent to media production in the era of Web 2.0, including an understanding of copyright laws, methods of search engine optimization and ethical considerations.

LEARNING OUTCOMES

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

PROGRAM DEVELOPMENT COMMITTEE

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Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course may not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.

Information on learning outcomes is appended to this form (Appendix A). The information is also on the PDC Website or through the University Secretariat. Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning for assistance with the articulation of learning outcomes.

Learning Outcomes (see Appendix A for more on learning outcomes) At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
Demonstrate competencies in the art of social media production including effective design strategies, data management and troubleshooting (see also B, C and H) Explain relevant copyright laws as they pertain to the digital/social media environment and create content in accordance with such laws (see also E)	D. the acquisition, application and integration of knowledge
Assess and employ appropriate research methodologies in the creation of social media content for specific demographics/target audiences (see also A and F)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
	C. critical thinking and problem-solving skills
	D. literacy and numeracy skills
	E. responsible behaviour to self, others and society
	F. interpersonal and communications skills
	G. teamwork, and personal and group leadership skills
Compare aesthetic approaches and select those most applicable to particular contexts (both individual and collaborative class projects) (see also A, C, F and G)	H. creativity and aesthetic appreciation
	I. the ability and desire for continuous learning

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

Demand for Course

Please provide as much information on projected enrolment as possible. In providing this information, proposers are encouraged to complete the table below.

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	40-50	40-50	40-50	40-50	40-50

What will be the impact, of offering the new course, on enrolments in existing courses in the program or department?

None.

Student Workload

*Provide information on the expected workload per week of a student enrolled in this course.
NOTE: Student workload should be consistent with the credit weight assigned to the course.*

Average number of hours per week that the student will be expected to devote to:

2	Lectures
	Tutorials
2	Labs
	Practical experience
	Independent Study
0.5	Reading for the course
0.5	Work for assessment (essays, papers, projects, laboratory work)
1	Meeting with others for group work/project assignments
0.5	Studying for tests/examinations
	Other: <i>[specify]</i>

How does the student workload for this course compare with other similar courses in the department/program area?

The workload is comparable to other second-year production courses.

RESOURCES AVAILABLE

Faculty and Staff

What are the faculty and staff resources (including all faculty and staff from affected areas/departments) currently available and committed to actively support the new course?

This course would be part of the regular teaching load of a faculty member in Communication, Media and Film.

Other Resources

What are the resources currently available and committed to actively support the new course (including library, teaching and learning support, space, equipment, facilities, GA/TAs, etc.)?

We currently have some equipment to facilitate this course; additional equipment purchases may be necessary for which funding exists.

Reliance on Resources from Another Area/Unit

Will the new course rely on existing resources of another campus unit (e.g., faculty teaching, equipment or facilities outside proposer's control or use of existing equipment within the proposer's control with maintenance and upgrading requirements specified)? Please elaborate and provide relevant details.

N/A

PROGRAM DEVELOPMENT COMMITTEE

NEW COURSE PROPOSALS

FORM "D"

REALLOCATION OF RESOURCES AND COST-SAVINGS

In reviewing the resources required to offer the new course, what opportunities for internal reallocation of resources and cost-savings have been identified and pursued by the area/department (e.g., streamlining existing courses, deleting courses)?

Currently, CMF offers approximately 20 production courses; this will be pared down to 10 based on film production being moved out of the AAU.

ADDITIONAL RESOURCES REQUIRED

Faculty and Staff

What additional faculty and staff resources (including faculty/staff resources required by all affected areas/departments) are required to offer the new course?

N/A

GA/TAs

What additional GA/TA resources (including GA/TA resources required by all affected areas/departments) are required to offer the new course?

N/A

Library

What additional library resources (including library resources required by all affected areas/departments) are required to offer the new course?

N/A

Teaching and Learning Support

What additional teaching and learning support resources (including teaching and learning support resources required by all affected areas/departments) are required to offer the new course?

N/A

Space and Facilities

What additional space and facility resources (including space and facility resources required by all affected areas/departments) are required to offer the new course?

N/A

Equipment

What additional equipment (including equipment resources required by all affected areas/departments) is required to offer the new course?

N/A

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

TITLE OF THE PROGRAM/CERTIFICATE: Communication, Media & Film
DEPARTMENT/SCHOOL: Communication, Media & Film
FACULTY: Arts and Social Sciences
Proposed change(s) effective as of: Fall 2013

5. NEW COURSE PROFILE

Course # and Title: 40-318. Field and Studio Sound Recording

Calendar Description

Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.

An overview of the theoretical and practical aspects of audio including frequency range, khz, bits and file formats in accordance with industry standards (i.e. Pro-Tools). Students will learn advanced techniques and principles of sound mixing for music, video, games and web content. (Prerequisites: 40-214 or 40-217 or 40-219) (2 lecture, 2 laboratory hours per week)

Other Course Information

Please complete the following tables.

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery <i>[please specify]</i>	Lecture	Tutorial	Lab.	Co-op/practicum
3	4/wk					2		2	

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** <i>[provide old course number]</i>
40-214 or 40-217 (until they are phased out) or 40-219				No		

*****Replacing Old Course (this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.)**

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

6. RATIONALE

Course Goal(s)

Please provide a statement about the purpose of the course within the program of study or as an option.

Advanced knowledge of sound is essential for production of content in various contexts (video, web, social media, games, etc.)

LEARNING OUTCOMES

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM “D”

appropriate rows.

Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course may not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.

Information on learning outcomes is appended to this form (Appendix A). The information is also on the PDC Website or through the University Secretariat. Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning for assistance with the articulation of learning outcomes.

Learning Outcomes (see Appendix A for more on learning outcomes) At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
Describe and explain the specialized vocabulary associated with advanced sound production, mixing and editing.	A. the acquisition, application and integration of knowledge
	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
	C. critical thinking and problem-solving skills
	D. literacy and numeracy skills
	E. responsible behaviour to self, others and society
	F. interpersonal and communications skills
Prepare proposals and work collaboratively on group projects, effectively drawing upon all members' strengths. (see also E and F)	G. teamwork, and personal and group leadership skills
Appraise and apply mixing techniques appropriate to specific production contexts and delivery modes (see also A and C) Demonstrate advanced skills in mixing voice, music and special effects. Create effective audio content to convey specific meaning in both studio and field location settings (see also F)	H. creativity and aesthetic appreciation
	I. the ability and desire for continuous learning

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

Demand for Course

Please provide as much information on projected enrolment as possible. In providing this information, proposers are encouraged to complete the table below.

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	25-35	25-35	25-35	25-35	25-35

What will be the impact, of offering the new course, on enrolments in existing courses in the program or department?

None

Student Workload

*Provide information on the expected workload per week of a student enrolled in this course.
NOTE: Student workload should be consistent with the credit weight assigned to the course.*

Average number of hours per week that the student will be expected to devote to:

2	Lectures
	Tutorials
2	Labs
	Practical experience
	Independent Study
0.5	Reading for the course
1	Work for assessment (essays, papers, projects, laboratory work)
1	Meeting with others for group work/project assignments
0.5	Studying for tests/examinations
	Other: <i>[specify]</i>

How does the student workload for this course compare with other similar courses in the department/program area?

The workload is comparable to other third-year production courses.

RESOURCES AVAILABLE

Faculty and Staff

What are the faculty and staff resources (including all faculty and staff from affected areas/departments) currently available and committed to actively support the new course?

This course would be part of the regular teaching load of a faculty member in Communication, Media and Film.

Other Resources

What are the resources currently available and committed to actively support the new course (including library, teaching and learning support, space, equipment, facilities, GA/TAs, etc.)?

We have access to a state-of-the art sound studio housed in CTL.

PROGRAM DEVELOPMENT COMMITTEE

NEW COURSE PROPOSALS

FORM "D"

Reliance on Resources from Another Area/Unit

Will the new course rely on existing resources of another campus unit (e.g., faculty teaching, equipment or facilities outside proposer's control or use of existing equipment within the proposer's control with maintenance and upgrading requirements specified)? Please elaborate and provide relevant details.

In 2012, CMF initiated the upgrade of this studio and secured funding from the VP Dean of FASS, CTL and CMF. A current second year sound course 40-214 is facilitated in G140 in CTL; the new course will utilize the same space and 40-214 will no longer be offered.

REALLOCATION OF RESOURCES AND COST-SAVINGS

In reviewing the resources required to offer the new course, what opportunities for internal reallocation of resources and cost-savings have been identified and pursued by the area/department (e.g., streamlining existing courses, deleting courses)?

N/A

ADDITIONAL RESOURCES REQUIRED

Faculty and Staff

What additional faculty and staff resources (including faculty/staff resources required by all affected areas/departments) are required to offer the new course?

N/A

GA/TAs

What additional GA/TA resources (including GA/TA resources required by all affected areas/departments) are required to offer the new course?

N/A

Library

What additional library resources (including library resources required by all affected areas/departments) are required to offer the new course?

N/A

Teaching and Learning Support

What additional teaching and learning support resources (including teaching and learning support resources required by all affected areas/departments) are required to offer the new course?

N/A

Space and Facilities

What additional space and facility resources (including space and facility resources required by all affected areas/departments) are required to offer the new course?

N/A

Equipment

What additional equipment (including equipment resources required by all affected areas/departments) is required to offer the new course?

N/A

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

TITLE OF THE PROGRAM/CERTIFICATE: BA in Communication, Media and Film
DEPARTMENT/SCHOOL: Communication, Media and Film
FACULTY: Arts and Social Sciences
Proposed change(s) effective as of: Fall 2013

6. NEW COURSE PROFILE

Course # and Title: 40-319. Documenting Your World

Calendar Description

Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.

This course examines theories, techniques and styles of modern documentary as well as other non-fiction forms such as the photo-essay. Students may investigate different sub-genres of the documentary approach and create productions that explore specific personal, social and/or community/campus related issues. Advanced research skills will be emphasized. Readings and in-class screenings will focus on the theory and practice of documentary for social change. (Prerequisites: 40-217 or 40-219 and 40-234) (2 lecture, 2 laboratory hours a week)

Other Course Information

Please complete the following tables.

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery <i>[please specify]</i>	Lecture	Tutorial	Lab.	Co-op/practicum
3	4/wk					2		2	

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** <i>[provide old course number]</i>
40-217 (until it is phased out) or 40-219 and 40-234						

*****Replacing Old Course** *(this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.)*

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

7. RATIONALE

Course Goal(s)

Please provide a statement about the purpose of the course within the program of study or as an option.

This course provides students with the opportunity to produce content in a documentary format that will be deliverable across various media platforms. It builds on skills learned in second-year production courses and provides a link to more advanced production courses at the 4th year level.

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM “D”

LEARNING OUTCOMES

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in “To Greater Heights” by listing them in the appropriate rows.

Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course may not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.

Information on learning outcomes is appended to this form (Appendix A). The information is also on the PDC Website or through the University Secretariat. Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning for assistance with the articulation of learning outcomes.

Learning Outcomes (see Appendix A for more on learning outcomes) At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
Demonstrate knowledge of documentary theory and techniques, ethics in the design and execution of documentary production and ethical responsibilities of media makers to their subject(s) and audience (see also E and H) Illustrate mastery of the aesthetic concepts of composition, editing, etc., relevant to various documentary approaches (see also C and H)	E. the acquisition, application and integration of knowledge
Formulate a research plan for a documentary production, including a clearly defined question/set of objectives and appropriate methodology (see also A and C)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
	C. critical thinking and problem-solving skills
	D. literacy and numeracy skills
	E. responsible behaviour to self, others and society
	F. interpersonal and communications skills
	G. teamwork, and personal and group leadership skills
Employ advanced technical skills in visual and audio production through the effective creation and presentation of a short documentary video (see also F)	H. creativity and aesthetic appreciation

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

Learning Outcomes (see Appendix A for more on learning outcomes) At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
	I. the ability and desire for continuous learning

Demand for Course

Please provide as much information on projected enrolment as possible. In providing this information, proposers are encouraged to complete the table below.

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	20-25	20-25	20-25	20-25	20-25

What will be the impact, of offering the new course, on enrolments in existing courses in the program or department?

None.

Student Workload

Provide information on the expected workload per week of a student enrolled in this course. NOTE: Student workload should be consistent with the credit weight assigned to the course.

Average number of hours per week that the student will be expected to devote to:	
2	Lectures
	Tutorials
2	Labs
	Practical experience
1.5	Independent Study
1	Reading for the course
	Work for assessment (essays, papers, projects, laboratory work)
	Meeting with others for group work/project assignments
0.5	Studying for tests/examinations
	Other: <i>[specify]</i>

How does the student workload for this course compare with other similar courses in the department/program area? The workload is comparable to other third-year production courses.

RESOURCES AVAILABLE

Faculty and Staff

What are the faculty and staff resources (including all faculty and staff from affected areas/departments) currently available and committed to actively support the new course?

This course will be taught by a CMF faculty member.

Other Resources

What are the resources currently available and committed to actively support the new course (including library, teaching and learning support, space, equipment, facilities, GA/TAs, etc.)?

N/A

PROGRAM DEVELOPMENT COMMITTEE

NEW COURSE PROPOSALS

FORM "D"

Reliance on Resources from Another Area/Unit

Will the new course rely on existing resources of another campus unit (e.g., faculty teaching, equipment or facilities outside proposer's control or use of existing equipment within the proposer's control with maintenance and upgrading requirements specified)? Please elaborate and provide relevant details.

N/A

REALLOCATION OF RESOURCES AND COST-SAVINGS

In reviewing the resources required to offer the new course, what opportunities for internal reallocation of resources and cost-savings have been identified and pursued by the area/department (e.g., streamlining existing courses, deleting courses)?

N/A

ADDITIONAL RESOURCES REQUIRED

Faculty and Staff

What additional faculty and staff resources (including faculty/staff resources required by all affected areas/departments) are required to offer the new course?

N/A

GA/TAs

What additional GA/TA resources (including GA/TA resources required by all affected areas/departments) are required to offer the new course?

N/A

Library

What additional library resources (including library resources required by all affected areas/departments) are required to offer the new course?

N/A

Teaching and Learning Support

What additional teaching and learning support resources (including teaching and learning support resources required by all affected areas/departments) are required to offer the new course?

N/A

Space and Facilities

What additional space and facility resources (including space and facility resources required by all affected areas/departments) are required to offer the new course?

N/A

Equipment

What additional equipment (including equipment resources required by all affected areas/departments) is required to offer the new course?

N/A

PROGRAM DEVELOPMENT COMMITTEE

NEW COURSE PROPOSALS

FORM "D"

TITLE OF THE PROGRAM/CERTIFICATE: BA in Communication, Media and Film
DEPARTMENT/SCHOOL: Communication, Media and Film
FACULTY: Arts and Social Sciences
Proposed change(s) effective as of: Fall 2013

7. NEW COURSE PROFILE

Course # and Title: 40-327. Digital Video Editing and Post-Production

Calendar Description

Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.

This course provides an examination of the historical, aesthetic and theoretical aspects of editing and post-production. Through screenings, workshops, praxis-based pedagogical approaches and group assignments, students will explore various editing styles and acquire advanced editing skills in accordance with industry standard software. (Prerequisite: 40-217 or 40-219) (2 lecture, 2 laboratory per week)

Other Course Information

Please complete the following tables.

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery <i>[please specify]</i>	Lecture	Tutorial	Lab.	Co-op/practicum
3	4/wk					2		2	

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** <i>[provide old course number]</i>
40-217 (until it is phased out) or 40-219						

*****Replacing Old Course** (*this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.*)

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

8. RATIONALE

Course Goal(s)

Please provide a statement about the purpose of the course within the program of study or as an option.

This is a core course in the revised production curriculum that will provide students with the advanced production and post-production editing skills (sound, video, etc.) necessary to develop content across various media platforms. Students will be trained on industry-standard software, thereby enhancing their marketability upon completion of the program.

LEARNING OUTCOMES

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM “D”

Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course may not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.

Information on learning outcomes is appended to this form (Appendix A). The information is also on the PDC Website or through the University Secretariat. Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning for assistance with the articulation of learning outcomes.

Learning Outcomes (see Appendix A for more on learning outcomes) At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
Identify, explain and evaluate different editing styles and formulate their own approach to the editing process (see also H) Apply theoretical, aesthetic and historical concepts when making stylistic choices in their own projects (see also C and H)	F. the acquisition, application and integration of knowledge
Assemble data; describe and categorize target demographics to maximize exposure (see also C and D)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
	C. critical thinking and problem-solving skills
	D. literacy and numeracy skills
Discuss the ethical dimensions of the editing process (see also C)	E. responsible behaviour to self, others and society
	F. interpersonal and communications skills
Demonstrate the ability to work in groups and develop content for various media platforms (see also F and H)	G. teamwork, and personal and group leadership skills
Choose editing techniques and special effects most appropriate for particular genres and/or delivery channels (see also C)	H. creativity and aesthetic appreciation
	I. the ability and desire for continuous learning

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

Demand for Course

Please provide as much information on projected enrolment as possible. In providing this information, proposers are encouraged to complete the table below.

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	20-30	20-30	20-30	20-30	20-30

What will be the impact, of offering the new course, on enrolments in existing courses in the program or department?

None.

Student Workload

*Provide information on the expected workload per week of a student enrolled in this course.
NOTE: Student workload should be consistent with the credit weight assigned to the course.*

Average number of hours per week that the student will be expected to devote to:	
2	Lectures
	Tutorials
2	Labs
	Practical experience
	Independent Study
0.5	Reading for the course
1	Work for assessment (essays, papers, projects, laboratory work)
1	Meeting with others for group work/project assignments
0.5	Studying for tests/examinations
	Other: <i>[specify]</i>
How does the student workload for this course compare with other similar courses in the department/program area?	
It is comparable to other third-year production courses.	

RESOURCES AVAILABLE

Faculty and Staff

What are the faculty and staff resources (including all faculty and staff from affected areas/departments) currently available and committed to actively support the new course?

The new course will be taught by a CMF faculty member.

Other Resources

What are the resources currently available and committed to actively support the new course (including library, teaching and learning support, space, equipment, facilities, GA/TAs, etc.)?

We have an editing lab; some additional equipment and software may have to be purchased for which funds are available.

PROGRAM DEVELOPMENT COMMITTEE

NEW COURSE PROPOSALS

FORM "D"

Reliance on Resources from Another Area/Unit

Will the new course rely on existing resources of another campus unit (e.g., faculty teaching, equipment or facilities outside proposer's control or use of existing equipment within the proposer's control with maintenance and upgrading requirements specified)? Please elaborate and provide relevant details.

N/A

REALLOCATION OF RESOURCES AND COST-SAVINGS

In reviewing the resources required to offer the new course, what opportunities for internal reallocation of resources and cost-savings have been identified and pursued by the area/department (e.g., streamlining existing courses, deleting courses)?

Currently, CMF offers approximately 20 production courses; this will be pared down to 10 based on film production being moved out of the AAU.

ADDITIONAL RESOURCES REQUIRED

Faculty and Staff

What additional faculty and staff resources (including faculty/staff resources required by all affected areas/departments) are required to offer the new course?

N/A

GA/TAs

What additional GA/TA resources (including GA/TA resources required by all affected areas/departments) are required to offer the new course?

N/A

Library

What additional library resources (including library resources required by all affected areas/departments) are required to offer the new course?

N/A

Teaching and Learning Support

What additional teaching and learning support resources (including teaching and learning support resources required by all affected areas/departments) are required to offer the new course?

N/A

Space and Facilities

What additional space and facility resources (including space and facility resources required by all affected areas/departments) are required to offer the new course?

N/A

Equipment

What additional equipment (including equipment resources required by all affected areas/departments) is required to offer the new course?

N/A

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

TITLE OF THE PROGRAM/CERTIFICATE: BA in Communication, Media and Film
DEPARTMENT/SCHOOL: Communication, Media and Film
FACULTY: Arts and Social Sciences
Proposed change(s) effective as of: Fall 2013

8. NEW COURSE PROFILE

Course # and Title: 40-423. Advertising/Marketing Campaign Production

Calendar Description

Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.

This advanced course integrates knowledge and skills acquired in previous theory and production courses. Working in groups, students will obtain hands-on experience in the production of advertising/marketing campaigns for various delivery formats, including social media. The class will focus on graphic design programs, script writing, the digital editing of video, stills and audio, audience research and ethical standards in advertising. (Prerequisites: 40-272, 40-318 and 40-327, Portfolio Review, B- average in Communication, Media and Film Honours or Combined Honours Programs with CMF) (2 lecture, 2 laboratory hours per week)

Other Course Information

Please complete the following tables.

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery <i>[please specify]</i>	Lecture	Tutorial	Lab.	Co-op/practicum
3	4					2		2	

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** <i>[provide old course number]</i>
40-272, 40-318 and 40-327, Portfolio Review, B- in CMF Honours or Combined Honours Programs						

*****Replacing Old Course (this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.)**

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

9. RATIONALE

Course Goal(s)

Please provide a statement about the purpose of the course within the program of study or as an option.

PROGRAM DEVELOPMENT COMMITTEE

NEW COURSE PROPOSALS

FORM “D”

This advanced course provides professional, industry standard training in media production. Students will obtain skills necessary to work in the industry upon graduation and further develop their production portfolios. Additionally, in the recent PDC-UPR Report on CMF, it was recommended that the AAU offer such a course.

LEARNING OUTCOMES

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in “To Greater Heights” by listing them in the appropriate rows.

Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course may not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.

Information on learning outcomes is appended to this form (Appendix A). The information is also on the PDC Website or through the University Secretariat. Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning for assistance with the articulation of learning outcomes.

Learning Outcomes (see Appendix A for more on learning outcomes) At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
Demonstrate the ability to execute technical, aesthetic and conceptual decisions based on an advanced understanding of design principles (see also C, F and H)	G. the acquisition, application and integration of knowledge
Formulate appropriate communication strategies focused on the target consumer/audience, product/service and advertising/marketing trends (see also A, C, F and H) Plan and implement research and interpret research results as they apply to advertising and marketing campaigns (see also A, C and D)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
	C. critical thinking and problem-solving skills
	D. literacy and numeracy skills
Create and design ethically sound and socially responsible advertising and marketing strategies and campaigns (see also F and H)	E. responsible behaviour to self, others and society
	F. interpersonal and communications skills
Demonstrate the capacity to collaborate with other members of a creative team (see also F)	G. teamwork, and personal and group leadership skills
	H. creativity and aesthetic appreciation

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

Learning Outcomes (see Appendix A for more on learning outcomes) At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
	I. the ability and desire for continuous learning

Demand for Course

Please provide as much information on projected enrolment as possible. In providing this information, proposers are encouraged to complete the table below.

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	20-25	20-25	20-25	20-25	20-25

What will be the impact, of offering the new course, on enrolments in existing courses in the program or department?

None

Student Workload

*Provide information on the expected workload per week of a student enrolled in this course.
NOTE: Student workload should be consistent with the credit weight assigned to the course.*

Average number of hours per week that the student will be expected to devote to:	
2	Lectures
	Tutorials
2	Labs
	Practical experience
	Independent Study
0.5	Reading for the course
1	Work for assessment (essays, papers, projects, laboratory work)
2	Meeting with others for group work/project assignments
0.5	Studying for tests/examinations
	Other: <i>[specify]</i>

How does the student workload for this course compare with other similar courses in the department/program area?

The workload is similar to that of other advanced production courses.

RESOURCES AVAILABLE

Faculty and Staff

What are the faculty and staff resources (including all faculty and staff from affected areas/departments) currently available and committed to actively support the new course?

This course will be part of the teaching load of a CMF faculty member.

PROGRAM DEVELOPMENT COMMITTEE

NEW COURSE PROPOSALS

FORM "D"

Other Resources

What are the resources currently available and committed to actively support the new course (including library, teaching and learning support, space, equipment, facilities, GA/TAs, etc.)?

Equipment/software needed to facilitate this course will be purchased in 2013.

Reliance on Resources from Another Area/Unit

Will the new course rely on existing resources of another campus unit (e.g., faculty teaching, equipment or facilities outside proposer's control or use of existing equipment within the proposer's control with maintenance and upgrading requirements specified)? Please elaborate and provide relevant details.

N/A

REALLOCATION OF RESOURCES AND COST-SAVINGS

In reviewing the resources required to offer the new course, what opportunities for internal reallocation of resources and cost-savings have been identified and pursued by the area/department (e.g., streamlining existing courses, deleting courses)?

ADDITIONAL RESOURCES REQUIRED

Faculty and Staff

What additional faculty and staff resources (including faculty/staff resources required by all affected areas/departments) are required to offer the new course?

N/A

GA/TAs

What additional GA/TA resources (including GA/TA resources required by all affected areas/departments) are required to offer the new course?

N/A

Library

What additional library resources (including library resources required by all affected areas/departments) are required to offer the new course?

N/A

Teaching and Learning Support

What additional teaching and learning support resources (including teaching and learning support resources required by all affected areas/departments) are required to offer the new course?

N/A

Space and Facilities

What additional space and facility resources (including space and facility resources required by all affected areas/departments) are required to offer the new course?

N/A

Equipment

What additional equipment (including equipment resources required by all affected areas/departments) is required to offer the new course?

N/A

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

TITLE OF THE PROGRAM/CERTIFICATE: BA in Communication, Media and Film
DEPARTMENT/SCHOOL: Communication, Media & Film
FACULTY: Arts and Social Sciences
Proposed change(s) effective as of: Fall 2013

9 NEW COURSE PROFILE

Course # and Title: 40-424. Advanced Non-Fiction Media Production

Calendar Description

Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.

This course focuses on the creation of content for, and design of, a course website on non-fiction digital media. Students will plan, write, shoot, edit and compress news and documentary projects and manage all website tasks including flowchart planning, wireframe modeling, creation and marketing. This course integrates theories and practices of digital media with an emphasis on professional standards and skills. (Prerequisite: 40-318, 40-319 and 40-327, Portfolio review and B- average in Communication, Media and Film Honours or Combined Honours Programs) (2 lecture, 2 laboratory hours per week)

Other Course Information

Please complete the following tables.

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery <i>[please specify]</i>	Lecture	Tutorial	Lab.	Co-op/practicum
3	4/wk					2		2	

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** <i>[provide old course number]</i>
40-318, 40-319, 40-327, portfolio review, B-average in CMF Honours or Combined Honours Programs				No		

*****Replacing Old Course (this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.)**

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

10. RATIONALE

Course Goal(s)

Please provide a statement about the purpose of the course within the program of study or as an option.

PROGRAM DEVELOPMENT COMMITTEE

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This is one of three advanced, fourth-year level production courses that afford students the opportunity to build their portfolios and develop skills in accordance with industry standards.

LEARNING OUTCOMES

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in “To Greater Heights” by listing them in the appropriate rows.

Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course may not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.

Information on learning outcomes is appended to this form (Appendix A). The information is also on the PDC Website or through the University Secretariat. Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning for assistance with the articulation of learning outcomes.

Learning Outcomes (see Appendix A for more on learning outcomes)	Characteristics of a University of Windsor Graduate
At the end of this course, the successful student will know and be able to:	A U of Windsor graduate will have the ability to demonstrate:
Prepare effective documentary proposals including production schedule, budget estimates and distribution plan (see also B, D and H) Demonstrate advanced levels of technical proficiency by producing individual and group projects and working through the stages of pre-production, production and post-production (see also E, F, G and H)	H. the acquisition, application and integration of knowledge
Integrate research-based knowledge and theories of production design to create non-fiction projects (see also A, C and H)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
	C. critical thinking and problem-solving skills
	D. literacy and numeracy skills
	E. responsible behaviour to self, others and society
	F. interpersonal and communications skills
	G. teamwork, and personal and group leadership skills
	H. creativity and aesthetic appreciation

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

Learning Outcomes (see Appendix A for more on learning outcomes) At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
	I. the ability and desire for continuous learning

Demand for Course

Please provide as much information on projected enrolment as possible. In providing this information, proposers are encouraged to complete the table below.

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	20-25	20-25	20-25	20-25	20-25

What will be the impact, of offering the new course, on enrolments in existing courses in the program or department?

None.

Student Workload

*Provide information on the expected workload per week of a student enrolled in this course.
NOTE: Student workload should be consistent with the credit weight assigned to the course.*

Average number of hours per week that the student will be expected to devote to:	
2	Lectures
	Tutorials
2	Labs
	Practical experience
	Independent Study
0.5	Reading for the course
1	Work for assessment (essays, papers, projects, laboratory work)
2	Meeting with others for group work/project assignments
0.5	Studying for tests/examinations
	Other: <i>[specify]</i>

How does the student workload for this course compare with other similar courses in the department/program area?

The workload is comparable to other advanced, fourth-year production courses.

RESOURCES AVAILABLE

Faculty and Staff

What are the faculty and staff resources (including all faculty and staff from affected areas/departments) currently available and committed to actively support the new course?

This course would be part of the regular teaching load of a faculty member in Communication, Media and Film.

PROGRAM DEVELOPMENT COMMITTEE

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Other Resources

What are the resources currently available and committed to actively support the new course (including library, teaching and learning support, space, equipment, facilities, GA/TAs, etc.)?

We already have some equipment that will support this course. Other equipment will be purchased through our dedicated equipment budget.

Reliance on Resources from Another Area/Unit

Will the new course rely on existing resources of another campus unit (e.g., faculty teaching, equipment or facilities outside proposer's control or use of existing equipment within the proposer's control with maintenance and upgrading requirements specified)? Please elaborate and provide relevant details.

N/A

REALLOCATION OF RESOURCES AND COST-SAVINGS

In reviewing the resources required to offer the new course, what opportunities for internal reallocation of resources and cost-savings have been identified and pursued by the area/department (e.g., streamlining existing courses, deleting courses)?

N/A

ADDITIONAL RESOURCES REQUIRED

Faculty and Staff

What additional faculty and staff resources (including faculty/staff resources required by all affected areas/departments) are required to offer the new course?

N/A

GA/TAs

What additional GA/TA resources (including GA/TA resources required by all affected areas/departments) are required to offer the new course?

N/A

Library

What additional library resources (including library resources required by all affected areas/departments) are required to offer the new course?

N/A

Teaching and Learning Support

What additional teaching and learning support resources (including teaching and learning support resources required by all affected areas/departments) are required to offer the new course?

N/A

Space and Facilities

What additional space and facility resources (including space and facility resources required by all affected areas/departments) are required to offer the new course?

N/A

Equipment

What additional equipment (including equipment resources required by all affected areas/departments) is required to offer the new course?

N/A

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

TITLE OF THE PROGRAM/CERTIFICATE: BA in Communication, Media and Film
DEPARTMENT/SCHOOL: Communication, Media and Film
FACULTY: Arts and Social Sciences
Proposed change(s) effective as of: Fall 2013

NEW COURSE PROFILE

10. Course # and Title: 40-428. Senior Project

Calendar Description

Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.

In this course, students may produce content across a range of new media platforms. Emphasis will be on demonstrating professional capabilities in the areas of critical thinking, proposal writing, project development, creation and distribution. The course synthesizes both theoretical and practical learning acquired throughout the program and offers students the opportunity to further advance their production portfolio. (Prerequisites: 40-318 and 40-327, Portfolio review and B- average in CMF Honours or Combined Honours Programs) (2 lecture, 2 laboratory hours per week)

Other Course Information

Please complete the following tables.

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery <i>[please specify]</i>	Lecture	Tutorial	Lab.	Co-op/practicum
3	4/wk					2		2	

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** <i>[provide old course number]</i>
40-318 and 40-327, portfolio review, B-average in CMF Honours or Combined Honours Programs						

*****Replacing Old Course (this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.)**

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

RATIONALE

Course Goal(s)

Please provide a statement about the purpose of the course within the program of study or as an option.

This is one of three advanced, fourth-year level production courses that affords students the opportunity to build their portfolios and develop skills in accordance with industry standards.

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM “D”

LEARNING OUTCOMES

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in “To Greater Heights” by listing them in the appropriate rows.

Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course may not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.

Information on learning outcomes is appended to this form (Appendix A). The information is also on the PDC Website or through the University Secretariat. Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning for assistance with the articulation of learning outcomes.

Learning Outcomes (see Appendix A for more on learning outcomes) At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
Integrate theories of production design appropriate for delivery across media platforms and research-based knowledge and/or knowledge of storytelling theory and techniques to create media projects in non-fiction or fiction formats (see also B, C and H) Prepare effective documentary proposals including production schedule, budget estimates and distribution plan (see also B, D and H)	I. the acquisition, application and integration of knowledge
	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
	C. critical thinking and problem-solving skills
	D. literacy and numeracy skills
	E. responsible behaviour to self, others and society
	F. interpersonal and communications skills
	G. teamwork, and personal and group leadership skills
Demonstrate mastery of the aesthetic concepts and production skills associated with composition, editing, lighting and audio and the ability to engage in advanced original and individual production work (see also A, B and F)	H. creativity and aesthetic appreciation

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

Learning Outcomes (see Appendix A for more on learning outcomes) At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
	I. the ability and desire for continuous learning

Demand for Course

Please provide as much information on projected enrolment as possible. In providing this information, proposers are encouraged to complete the table below.

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	15-20	15-20	15-20	15-20	15-20

What will be the impact, of offering the new course, on enrolments in existing courses in the program or department?

None.

Student Workload

Provide information on the expected workload per week of a student enrolled in this course. NOTE: Student workload should be consistent with the credit weight assigned to the course.

Average number of hours per week that the student will be expected to devote to:	
2	Lectures
	Tutorials
2	Labs
	Practical experience
3	Independent Study
0.5	Reading for the course
0.5	Work for assessment (essays, papers, projects, laboratory work)
	Meeting with others for group work/project assignments
	Studying for tests/examinations
	Other: <i>[specify]</i>

How does the student workload for this course compare with other similar courses in the department/program area?

The workload is comparable to other advanced, fourth-year production courses but it places more emphasis on independent study.

RESOURCES AVAILABLE

Faculty and Staff

What are the faculty and staff resources (including all faculty and staff from affected areas/departments) currently available and committed to actively support the new course?

This course will be taught by a CMF faculty member.

Other Resources

What are the resources currently available and committed to actively support the new course (including

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library, teaching and learning support, space, equipment, facilities, GA/TAs, etc.)?

Two new advanced cameras will need to be purchased through our dedicated equipment budget.

Reliance on Resources from Another Area/Unit

Will the new course rely on existing resources of another campus unit (e.g., faculty teaching, equipment or facilities outside proposer's control or use of existing equipment within the proposer's control with maintenance and upgrading requirements specified)? Please elaborate and provide relevant details.

N/A

REALLOCATION OF RESOURCES AND COST-SAVINGS

In reviewing the resources required to offer the new course, what opportunities for internal reallocation of resources and cost-savings have been identified and pursued by the area/department (e.g., streamlining existing courses, deleting courses)?

N/A

ADDITIONAL RESOURCES REQUIRED

Faculty and Staff

What additional faculty and staff resources (including faculty/staff resources required by all affected areas/departments) are required to offer the new course?

N/A

GA/TAs

What additional GA/TA resources (including GA/TA resources required by all affected areas/departments) are required to offer the new course?

N/A

Library

What additional library resources (including library resources required by all affected areas/departments) are required to offer the new course?

N/A

Teaching and Learning Support

What additional teaching and learning support resources (including teaching and learning support resources required by all affected areas/departments) are required to offer the new course?

N/A

Space and Facilities

What additional space and facility resources (including space and facility resources required by all affected areas/departments) are required to offer the new course?

N/A

Equipment

What additional equipment (including equipment resources required by all affected areas/departments) is required to offer the new course?

N/A

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

TITLE OF THE PROGRAM/CERTIFICATE: BA in Communication, Media and Film
DEPARTMENT/SCHOOL: Communication, Media and Film
FACULTY: Faculty of Arts and Social Sciences
Proposed change(s) effective as of: Fall 2013

11. NEW COURSE PROFILE

Course # and Title: 40-463. Gender and Technology

Calendar Description

Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.

This advanced seminar addresses issues related to gendered experiences with technology in the digital age through an examination of various theoretical debates and case studies. Topics may include: the historical gendering of technological skills; the social construction of technology and masculinity; impact of technology on the environment; critiques of techno-science; gendered representation of, and participation in, video games; gendered experiences of mobile phone and social media use. (Prerequisite 40-301 or 40-364)

Other Course Information

Please complete the following tables.

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery <i>[please specify]</i>	Lecture	Tutorial	Lab.	Co-op/practicum
3	36					3			

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** <i>[provide old course number]</i>
40-301 or 40-364				No		02-40-362

*****Replacing Old Course** (*this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.*) Form E is attached.

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

Yes

RATIONALE

Course Goal(s)

Please provide a statement about the purpose of the course within the program of study or as an option.

This course will be part of a cluster of courses focused on "New Media, Technology and Digital Culture" and will specifically explore the gendered aspects of the new/social media environment based on the extensive scholarly literature dealing with gender and technology within our discipline. Faculty members teaching in this area have collaborated on new course development and have devised courses that complement and build on one another. 40-463 will build upon some themes covered in 40-301 and/or 40-364 (another proposed new course) and provide more in-depth investigations of those forms of media that students are most engaged with in their everyday lives (i.e. video games, social media, mobile devices, etc.)

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM “D”

LEARNING OUTCOMES

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in “To Greater Heights” by listing them in the appropriate rows.

Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course may not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.

Information on learning outcomes is appended to this form (Appendix A). The information is also on the PDC Website or through the University Secretariat. Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning for assistance with the articulation of learning outcomes.

Learning Outcomes (see Appendix A for more on learning outcomes) At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
Explain, evaluate and compare various theoretical approaches to the study of gender and technology (see also B and C) Discuss the social construction of gendered identities, masculinity and femininity as they relate to technology	J. the acquisition, application and integration of knowledge
Compose a literature review that assesses and compares the extant scholarly literature on a particular theme/topic explored in class and demonstrate her/his ability to effectively communicate and synthesize information (see also A, D and F)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
Identify the epistemological and ontological assumptions that inform discourses of technology and technological progress Appraise the gendered subtext of contemporary technological discourses/representations of technology Apply theoretical concepts to the study of a particular technological artifact or media representation of technology (see also A)	C. critical thinking and problem-solving skills
	D. literacy and numeracy skills
	E. responsible behaviour to self, others and society
	F. interpersonal and communications skills
	G. teamwork, and personal and group leadership skills
	H. creativity and aesthetic appreciation

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

Learning Outcomes (see Appendix A for more on learning outcomes) At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
	I. the ability and desire for continuous learning

Demand for Course

Please provide as much information on projected enrolment as possible. In providing this information, proposers are encouraged to complete the table below.

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	20-25	20-25	20-25	20-25	20-25

What will be the impact, of offering the new course, on enrolments in existing courses in the program or department?

None. The proposed course replaces another that is being deleted.

Student Workload

Provide information on the expected workload per week of a student enrolled in this course. NOTE: Student workload should be consistent with the credit weight assigned to the course.

Average number of hours per week that the student will be expected to devote to:	
3	Lectures
	Tutorials
	Labs
	Practical experience
	Independent Study
2.5	Reading for the course
3.5	Work for assessment (essays, papers, projects, laboratory work)
	Meeting with others for group work/project assignments
1	Studying for tests/examinations
	Other: <i>[specify]</i>

How does the student workload for this course compare with other similar courses in the department/program area? The workload is comparable to others offered at the 4th year level.

RESOURCES AVAILABLE

Faculty and Staff

What are the faculty and staff resources (including all faculty and staff from affected areas/departments) currently available and committed to actively support the new course?

This course will be taught by a permanent sessional lecturer with expertise in this area.

Other Resources

What are the resources currently available and committed to actively support the new course (including library, teaching and learning support, space, equipment, facilities, GA/TAs, etc.)?

N/A

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Reliance on Resources from Another Area/Unit

Will the new course rely on existing resources of another campus unit (e.g., faculty teaching, equipment or facilities outside proposer's control or use of existing equipment within the proposer's control with maintenance and upgrading requirements specified)? Please elaborate and provide relevant details.

N/A

REALLOCATION OF RESOURCES AND COST-SAVINGS

In reviewing the resources required to offer the new course, what opportunities for internal reallocation of resources and cost-savings have been identified and pursued by the area/department (e.g., streamlining existing courses, deleting courses)?

As previously noted, this course replaces one scheduled for deletion.

ADDITIONAL RESOURCES REQUIRED

Faculty and Staff

What additional faculty and staff resources (including faculty/staff resources required by all affected areas/departments) are required to offer the new course?

N/A

GA/TAs

What additional GA/TA resources (including GA/TA resources required by all affected areas/departments) are required to offer the new course?

N/A

Library

What additional library resources (including library resources required by all affected areas/departments) are required to offer the new course?

N/A

Teaching and Learning Support

What additional teaching and learning support resources (including teaching and learning support resources required by all affected areas/departments) are required to offer the new course?

N/A

Space and Facilities

What additional space and facility resources (including space and facility resources required by all affected areas/departments) are required to offer the new course?

N/A

Equipment

What additional equipment (including equipment resources required by all affected areas/departments) is required to offer the new course?

N/A

PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

TITLE OF THE PROGRAM/CERTIFICATE:
DEPARTMENT/SCHOOL: Communication, Media & Film
FACULTY: Faculty of Arts and Social Sciences
Proposed change(s) effective as of: Fall 2013

12. NEW COURSE PROFILE

Course # and Title: 40-364. Media, Technology and the Environment

Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.

This course explores the relationship between media practices, representations, communication technologies and the environment. Topics may include: media constructions of the environment; mainstream and alternative media coverage of environmental movements and issues; environmental impact of communication practices, technological advancements and consumer culture; environmental themes in advertisements, corporate greenwashing. (Prerequisite: 40-201 and 40-275)

Other Course Information

Please complete the following tables.

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery <i>[please specify]</i>	Lecture	Tutorial	Lab.	Co-op/practicum
3	36	3				3			

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** <i>[provide old course number]</i>
02-40-201 and 02-40-275				No		40-367

*****Replacing Old Course** (*this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.*) Form E is attached.

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

Yes.

RATIONALE

Course Goal(s)

Please provide a statement about the purpose of the course within the program of study or as an option.

The Department of Communication, Media and Film has identified a cluster of courses under the heading "New Media, Technology and Digital Culture" within its program. This proposed course (intended to replace 40-367) reflects what can be taught with existing faculty resources and expertise. 40-364 will build upon some themes covered in 40-201 and theoretical discourses explored in 40-275 and will provide a link to advanced courses such as 40-463 (another proposed new course in Gender and Technology).

PROGRAM DEVELOPMENT COMMITTEE

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FORM “D”

LEARNING OUTCOMES

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in “To Greater Heights” by listing them in the appropriate rows.

Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course may not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.

Information on learning outcomes is appended to this form (Appendix A). The information is also on the PDC Website or through the University Secretariat. Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning for assistance with the articulation of learning outcomes.

Learning Outcomes (see Appendix A for more on learning outcomes) At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
Discuss and evaluate mainstream media representations of environmental issues and movements (see also C)	A. the acquisition, application and integration of knowledge
Analyze various sources of information in terms of their reliability in relation to environmental issues Critically assess and compare competing claims of “environmental responsibility” and practice (see also C)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
Appraise their own communicative and consumptive practices in relation to themes of environmental stewardship (see also E)	C. critical thinking and problem-solving skills
	D. literacy and numeracy skills
Explain and evaluate the impact of contemporary technological “advances” on the environment (see also A and C)	E. responsible behaviour to self, others and society
	F. interpersonal and communications skills
	G. teamwork, and personal and group leadership skills
	H. creativity and aesthetic appreciation
	I. the ability and desire for continuous learning

PROGRAM DEVELOPMENT COMMITTEE

NEW COURSE PROPOSALS

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Demand for Course

Please provide as much information on projected enrolment as possible. In providing this information, proposers are encouraged to complete the table below.

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	60-70	60-70	60-70	60-70	60-70

What will be the impact, of offering the new course, on enrolments in existing courses in the program or department?

This course will complement other offerings in this stream and will thus have little impact on enrolments in existing courses.

Student Workload

*Provide information on the expected workload per week of a student enrolled in this course.
NOTE: Student workload should be consistent with the credit weight assigned to the course.*

Average number of hours per week that the student will be expected to devote to:

3	Lectures
	Tutorials
	Labs
	Practical experience
	Independent Study
1.5	Reading for the course
1.5	Work for assessment (essays, papers, projects, laboratory work)
	Meeting with others for group work/project assignments
1	Studying for tests/examinations
	Other: <i>[specify]</i>

How does the student workload for this course compare with other similar courses in the department/program area?

The workload is comparable to other undergraduate courses at the 3rd year level.

RESOURCES AVAILABLE

Faculty and Staff

What are the faculty and staff resources (including all faculty and staff from affected areas/departments) currently available and committed to actively support the new course?

This course would be part of the teaching load of an existing faculty member.

Other Resources

What are the resources currently available and committed to actively support the new course (including library, teaching and learning support, space, equipment, facilities, GA/TAs, etc.)?

A GA or TA would likely be assigned to support this course depending on enrolment figures.

Reliance on Resources from Another Area/Unit

Will the new course rely on existing resources of another campus unit (e.g., faculty teaching, equipment or facilities outside proposer's control or use of existing equipment within the proposer's control with maintenance and upgrading requirements specified)? Please elaborate and provide relevant details.

N/A

REALLOCATION OF RESOURCES AND COST-SAVINGS

In reviewing the resources required to offer the new course, what opportunities for internal reallocation of

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resources and cost-savings have been identified and pursued by the area/department (e.g., streamlining existing courses, deleting courses)?

40-367 will be deleted and replaced by the proposed course.

ADDITIONAL RESOURCES REQUIRED

Faculty and Staff

What additional faculty and staff resources (including faculty/staff resources required by all affected areas/departments) are required to offer the new course?

N/A

GA/TAs

What additional GA/TA resources (including GA/TA resources required by all affected areas/departments) are required to offer the new course?

No additional GA/TA resources are required.

Library

What additional library resources (including library resources required by all affected areas/departments) are required to offer the new course?

N/A

Teaching and Learning Support

What additional teaching and learning support resources (including teaching and learning support resources required by all affected areas/departments) are required to offer the new course?

N/A

Space and Facilities

What additional space and facility resources (including space and facility resources required by all affected areas/departments) are required to offer the new course?

N/A

Equipment

What additional equipment (including equipment resources required by all affected areas/departments) is required to offer the new course?

N/