MEMORANDUM

TO: Lucy Dalglish  
Dean, Philip Merrill College of Journalism  
Charles Caramello  
Associate Provost and Dean, Graduate School

FROM: Elizabeth Beise  
Associate Provost for Academic Planning and Programs

SUBJECT: Proposal to Modify the Curriculum of the Certificate of Professional Studies in Multimedia Journalism (PCC log no. 11072)

Your proposal to modify the curriculum of the Graduate Certificate of Professional Studies in Multimedia Journalism has been administratively approved. A copy of the approved proposal is attached.

The curriculum change is effective Fall 2012. Please ensure that the change is fully described in the Graduate Catalog and in all relevant descriptive materials, and that all advisors are informed.

MDC/Enclosure

cc: William Idsardi, Chair, Senate PCC Committee  
Sarah Bauder, Office of Student Financial Aid  
Reka Montfort, University Senate  
Erin Howard, Division of Information Technology  
Donna Williams, Institutional Research, Planning, & Assessment  
Anne Turkos, University Archives  
Linda Yokoi, Office of the Registrar  
Alex Chen, Graduate School
The Graduate Certificate of Professional Studies in Multimedia Journalism was submitted July 30, 2010, to the Office of the Associate Provost for Academic Affairs and approved November 24, 2010 by Chancellor Kirwan (PCC log no. 10002). The program received special permission to begin offering courses in fall 2010 by Cynthia Hale, assistant dean of the Graduate School. The College of Journalism indicated that three of the four courses in the original approved curriculum required VPAC approval for hard numbering (all but JOUR 652); one of those three courses, JOUR 628G, has been hard numbered, as JOUR 504. The college plans to submit paperwork to hard number the other two courses early this fall. The program has been using the following four courses during the first two years of operation. All were accurately described in the document cited above, but all did not follow the numbering and titling in that document:

- JOUR 459E Special Topics in Journalism: New Media Entrepreneurship
- JOUR 628G Specialized Topics in News Writing and Reporting: Non-Print Media for Print and Online Journalists
- JOUR 689M News Coverage of Specialized Topics: Mobile Journalism
- JOUR 652: Online Journalism

The College has reviewed the approved curriculum and determined that it needs to request hard numbering of the two courses still soft numbered, JOUR 459E and JOUR 689M; update the title for JOUR 652 to "Intermediate Multimedia Journalism" (which the journalism faculty previously voted to approve, and which the 2010 document referenced in section II) and approve a new PCC document that accurately reflects course numbering and titles for all courses.

APPROVAL SIGNATURES: Please print name, sign, and date

1. Department Committee Chair: 

2. Department Chair: 

3. College/School PCC Chair: Carl S Stepp

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Graduate Certificate of Professional Studies in Multimedia Journalism (2071)
Curriculum Change Proposal

Explanation of Changes
The Graduate Certificate of Professional Studies in Multimedia Journalism was approved November 24, 2010 (PCC log no. 10002). The College of Journalism indicated that three of the four courses in the original approved curriculum required VPAC approval for hard numbering (all but JOUR 652); one of those three courses, JOUR 628G, has been hard numbered, as JOUR 504. The college plans to submit paperwork to hard number the other two early this fall. The program has been using the following four courses in its curriculum for the last two years:

JOUR 459E Special Topics in Journalism: New Media Entrepreneurship (currently soft numbered, this was described in the original document as JOUR 455. JOUR 455 is the course number the college will seek for hard numbering.)

JOUR 626G Specialized Topics in News Writing and Reporting: Non-Print Media for Print and Online Journalists (this course predates the certificate, but was erroneously described in the original document as JOUR 626, Advanced Multimedia Reporting; this course has since been hard numbered as JOUR 504, and retitled “Introduction to Multimedia Skills.”)

JOUR 689M News Coverage of Specialized Topics: Mobile Journalism (currently soft numbered, this course was described in the original document as JOUR 623. JOUR 623 is the number the college will seek for hard numbering.)

JOUR 652 Online Journalism [3 Credits; the course has existed for more than a decade and was hard numbered from the start. The course title was referenced two ways in the 2010 document, as “Online Journalism” and “Intermediate Multimedia Journalism”; the college will ask VPAC to change the title to “Intermediate Multimedia Journalism,” to reflect the college’s vote on this.]

The College has reviewed the proposed numbering and titles in the original approved curriculum and determined that changes need to be made.

Curriculum approved in PCC log no. 10002 in 2010:

JOUR 455 New Media Entrepreneurship [3 Credits]
Principles and practices of entrepreneurship and business models for media. Students develop and pitch ideas for media businesses, perform skill-building exercises in business analysis and digital media technologies, and study emerging media business models.

JOUR 626 Advanced Multimedia Reporting [3 Credits]
Examining the basics of producing and editing digital photos, video, and audio. Topics include: framing, lighting, and other aspects of composition; sequencing, using wide, medium, and tight shots; and ethical considerations when collecting sound and visuals.

JOUR 623 Mobile Journalism [3 Credits]
Mobile consumers want news. This course goes beyond just text messaging with a review of several mobile applications and the “hands-on” skills needed to collect and share news in the field. First, students learn how to remotely post information to blogs and social networks. Students then learn and practice the latest location-based production techniques using web services on wireless laptops and mobile devices. Students use laptops (and their own “SmartPhone”) to record, edit and upload audio and video. Basic computer skills are required.

JOUR 652 Online Journalism [3 Credits]
Editing and writing online, using basic Web-coding skills and tools to create news and feature packages for the Internet. New-media issues, including interactivity and individualization, are also to be discussed.

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Proposed Titling and Hard Numbering of the Curriculum

JOUR 504 Introduction to Multimedia Skills [3 credits; Existing Course]
Examining the basics of producing and editing digital photos, video, and audio. Topics include: framing, lighting, and other aspects of composition; sequencing, using wide, medium, and tight shots; and ethical considerations when collecting sound and visuals. Credit will be granted for only one of the following: JOURS04 or JOUR628G. Formerly JOUR628G.

JOUR 652 Intermediate Multimedia Journalism [3 credits; Existing Course, new name as outlined in Section II of PCC log no. 10002; this name was approved by the PCC and the journalism college, but was not yet sent to VPAC.]
Editing and writing online, using basic Web-coding skills and tools to create news and feature packages for the Internet. New-media issues, including interactivity and individualization, are also to be discussed.

JOUR 455 Media Entrepreneurship [3 Credits; Proposed number and title for soft numbered course, and proposed name change from New Media Entrepreneurship to Media Entrepreneurship]
Principles and practices of entrepreneurship and business models for media. Students develop and pitch ideas for media businesses, perform skill-building exercises in business analysis and digital media technologies, and study emerging media business models. Formerly JOUR 459E.

JOUR 623 Mobile Journalism [3 Credits]
Mobile consumers want news. This course goes beyond just text messaging with a review of several mobile applications and the "hands-on" skills needed to collect and share news in the field. First, students learn how to remotely post information to blogs and social networks. Students then learn and practice the latest location-based production techniques using web services on wireless laptops and mobile devices. Students use laptops (and their own "SmartPhone") to record, edit and upload audio and video. Basic computer skills are required. Formerly JOUR689M.

Courses Requiring VPAC Approval

JOUR 455 Media Entrepreneurship (3 Credits)
Principles and practices of entrepreneurship and business models for media. Students develop and pitch ideas for media businesses, perform skill-building exercises in business analysis and digital media technologies, and study emerging media business models.

JOUR 623 Mobile Journalism (3 Credits)
Mobile consumers want news. This course goes beyond just text messaging with a review of several mobile applications and the "hands-on" skills needed to collect and share news in the field. First, students learn how to remotely post information to blogs and social networks. Students then learn and practice the latest location-based production techniques using web services on wireless laptops and mobile devices. Students use laptops (and their own "SmartPhone") to record, edit and upload audio and video. Basic computer skills are required.

Name Change Requiring VPAC Approval

JOUR 652 Intermediate Multimedia Journalism (3 Credits) [3 Editing and writing online, using basic Web-coding skills and tools to create news and feature packages for the Internet. New-media issues, including interactivity and individualization, are also to be discussed.

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Below is a chart that provides a synopsis of the above.

<table>
<thead>
<tr>
<th>Currently Offered</th>
<th>Approved Certificate Curriculum [PCC log. No 10002]</th>
<th>Proposed Course Numbering</th>
<th>VPAC Approval Still Needed for Course</th>
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<td>JOUR 652</td>
<td>JOUR 652</td>
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