SACRAMENTO STATE

Program Proposal
Form B

DEC 15 2011
ACADEMIC AFFAIRS

Academic Group *(College)*: Arts and Letters	Date of Submission to College Dean:
Academic Organization *(Department)*: Communication Studies	Requested Effective: Fall___, Spring_X__, 2011___.
Department Chair: Kimo Ah Yun	Contact if not Department Chair: Diego Bonilla

Title of the Program *(Please be specific; indicate minor, undergraduate or graduate degree, etc.)*: **Digital Media Minor**

Type of Program Proposal:

___X___ Modification in Existing Program:
        _X__ Substantive Change
        ___ Non-Substantive Change
        ___ Deletion of Existing Program

_____ New Programs
        ___ Initiation (Projection) of New Program on to Master Plan
        ___ New Degree Programs
                ___Regular Process
                ___Fast Track Process
                ___Pilot Process
        ___ New Minor, Concentration, Option, Specialization, Emphasis
        ___ New Certificate Program

PLEASE NOTE: Form B is to be used only as a Cover Form. Additional information is requested for each of the above as noted in the corresponding procedure in the Policies and Procedures for Initiation, Modification, Review and Approval of Courses and Academic Programs found at http://www.csus.edu/umanual/acad.htm

Briefly describe the program proposal (new or change) and provide a justification.
Summary of changes
New Minor title: "Digital Communication and Information". The Minor's title new wording reflects better the Minor's content and orientation than "Digital Media".
Changes to the Minor include 2 new courses, the modification to the title of 3 courses, and 4 description changes updating outdated language to a wording that reflects the course objectives in a clearer way.
The Minor maintains its Digital Literacy components while adding new ICT Literacy components.
Financial Impact: The Minor is shortened from 21 units to 18 units and has been "streamlined" in order to ensure better quality and continuation in the content of the courses. Also, the changes to the Minor do not require the university to spend resources in any proprietary software or hardware. It does not require IT support. The Minor also provides a strategy to progressively increase the FTE/WTU efficiency of the Minor's courses.

Approvals:

Department Chair:_____   Date:__10/24/11__

College Dean:_____   Date:__12/7/11__

University Committee:_____   Date:__3/27/12__

Associate Vice President and Dean
for Academic Affairs:_____   Date:__3/27/12__

09/10/2008

Procedures for Submitting Substantive Program Change Proposals

1. Complete Form B.

2. Indicate programmatic or fiscal impact which this change will have on other academic units' programs, and describe the consultation that has occurred with affected units. Attach a copy of correspondence with these units.

   The current minor relies on courses that were designed for other majors. The majority of the courses that are removed come from a long list of possible electives. Even though the courses are removed from the Minor, they keep on serving the other majors. Since we had a long list of electives (9) in comparison to the number of students currently enrolled in the Minor (30), the impact to these courses is negligible.

   We have decreased the number of units in the Minor from 21 to 18 to comply with President's initiative to improve graduation rates.

3. Provide a fiscal analysis of the proposed changes.

   a. How will the above changes be accommodated within the department/College existing fiscal resources?

   The changes to the Minor will allow the Department to <u>save</u> fiscal resources through the efficient use of information resources.

   The changes bring and efficient structure that doesn't require recurrent hardware and software expenditures. The Minor does not make use of proprietary software and relies mostly on reliable open source software. In the past, the program relied on proprietary software which would require recurrent expenditures for upgrades (every 18 months for the case of Adobe Photoshop).

   The changes to the Minor eliminate investments in hardware. From the moment the new Minor takes effect, all courses become hybrids with substantive synchronous online instruction components. Through the proper use of iMeet, students in the Minor (this might not be the case for other programs) obtain more by attending class online than in a physical classroom.

   The Minor reduces operational expenses by not making use of IT staff except for when students have problems logging into iMeet. They are asked to fill out <u>the form for student support at ATCS</u>.

   The Minor program strongly recommends having a personal computer. The current cost of a computer with the minimum requirements for our courses is approximately $500. This is equivalent to 1/45th of a student's <u>estimated semester budget of $22,842.00</u> if

living off-campus, or 1/30th of a student's estimated semester budget if living with parents.

b. If the proposed changes will require additional resources, describe the level and nature of additional funding the College will seek for the program changes.

The proposed changes require fewer resources and create better FTE/WTU efficiencies.

c. What additional space, equipment, operating expenses, library, computer, or media resources, clerical/technical support, or other resources will be needed? Estimate the cost and indicate how these resource needs will be accommodated.

The new Minor in anchored in the following technologies/methods:
1) Synchronous online environments (iMeet) for instructor-student interaction and feedback (no space, no equipment, no computers, and no media resources).
2) Screen-capture video recordings for knowledge delivery.
3) Automated examinations (test knowledge) and automated peer-review (reflection and pacing).
4) Knowledge management system (wiki) to organize class related content and assessment reports.

As stated in 3a, the Minor uses information technology appropriately to achieve <u>higher FTE/WTU efficiency while maintaining or expanding the learning outcomes.</u>

List side by side the old program requirements as presented and the new program requirements as they will be presented in the University catalog. Use your exact current catalog copy; present exact catalog copy for proposed modifications. Show corresponding courses on the same line marking blank lines where appropriate with an "++++++."

Proposed Changes:

0. Name change to the Minor: From "Digital Media Minor" to "Digital Communication and Information Minor"
1. Change in number of units for completion of degree: 21 units to 18 units.
2. Add to required upper division course: COMS101 – Information Management and Privacy
3. Add to required upper division course: COMS140 – Online Collaboration
4. Add to required upper division course: COMS190 – Human Communication on the Internet
5. Add to required upper division course: COMS191 – New Media and Society
6. Delete from required upper division course: COMS136 – Introduction to Electronic Publishing
7. Change modality of course COMS117: From Laboratory to Lecture
8. Change modality of course COMS191: From Seminar to Lecture
9. Course COMS106 name change: From "Introduction to Digital Media" to "Digital Media Creation – An Introduction".
10. Require COMS101 course as requirement for COMS117, COMS140, COMS190, and COMS191

11. Require COMS101 course as requirement for COMS117, COMS140, COMS190, and COMS191
12. Delete elective course: ART 097 - Beginning Electronic Art
13. Delete elective course: COMS 020A - Audio Production
14. Delete elective course: COMS 020B - Audio Production Lab
15. Delete elective course: PHOTO 011 - Digital Imaging
16. Delete elective course: ART 197 - Intermediate Electronic Art
17. Delete elective course: COMS 126 - Advanced Capturing and Editing
18. Delete elective course: COMS 144 - Multimedia Design for the World Wide Web
19. Delete elective course: COMS 149A - Introduction to Multimedia Authoring
20. Delete elective course: JOUR 193 - Online Publishing

Digital Communication and Information Minor New Program: 18 units	Digital Media Minor Old Program: 21 units
	A. Required Lower Division Core Courses (3 units) COMS 026 Introduction to Capturing and Editing Digital Media OR GPHD 010 Introduction to Digital Design
Required Upper Division Courses (18 units) +++++ COMS 101 Information Management and Privacy COMS 106 Digital Media Creation – An Introduction COMS 117 Multimedia Communication (COMS 101 & COMS106) COMS 140 Online Collaboration (COMS 101 & COMS106) COMS190 Human Communication on the Internet COMS191 New Media and Society	B. Required Upper Division Core Courses (9 units) COMS 117 Multimedia Communication +++++ COMS 106 Introduction to Digital Media COMS 136 Introduction to Electronic Publishing C. Recommended Electives (9 units--no more than 6 units from lower division. Electives may be chosen from the following or selected in consultation with a Digital Media advisor). ART 097 Beginning Electronic Art COMS 020A Audio Production (Corequisite COMS 020B) COMS 020B Audio Production Lab (Corequisite COMS 020A) PHOTO 011 Digital Imaging ART 197 Intermediate Electronic Art COMS 126 Advanced Capturing and Editing COMS 144 Mulitmedia Design for the World Wide Web (COMS 20A, COMS 20B, COMS 26) COMS 149A Introduction to Multimedia Authoring (COMS 126) JOUR 193 Online Publishing NOTE: The Digital Media minor is not available to Digital Media majors

Appendix A

Rationale for the changes:

The changes that were recently made to the Minor fulfill an educational necessity regarding the instruction of Information and Communication Technology (ICT) Literacy knowledge and skills to our students. The changes align the program's objectives with the California ITC Assessments and Curriculum Framework. This framework resulted from the California Emergency Technology Fund Digital Literacy Leadership Roundtable, which counted with a large number of stakeholders in the private and public sectors, including testing organizations like Educational Testing Services, the International Society for Technology in Education, and Certiport. The presence of ICT Literacy testing organizations of international scope helped create a clear understanding about the knowledge sought in universities and in the workplace in the United States and internationally. The following link connects to a summative table (http://tiny.cc/FrameworkTable) and the following link (http://tiny.cc/Framework) connects to the full 34 page report.

The new Minor has the following learning objectives:

Skills

1. Become proficient in ICT literacy as to
   a. exercise control over personal information in online environments.
   b. conduct information searches critically and effectively in public and proprietary databases, and to manage digital information for analysis and synthesis.
2. Become proficient in Digital Media Literacy as to
   a. create all forms of digital media assets including images, vectors, audio, video, and 3D models at a basic level.
   b. publish all forms of digital media on the Internet.
3. Integrate digital media assets to communicate effectively with multimedia presentations prepared for online distribution or for live audiences.

Knowledge

1. Comprehend the historical development of media, its convergence towards a digital form, and the impact of the transcoding of traditional mass media into a programmable format.
2. Demonstrate understanding of the impact of online communication in several levels of human communication, especially interpersonal communication, group communication and organizational communication. Identify the impact of online communication in offline communication.
3. Demonstrate understanding of Copyright Law, Fair use, and Creative Commons licenses as to be able to participate legally in an information society.

Values

1. Explain the role of ICT literacy and Digital Media literacy to successfully participate in a global information and knowledge-based economy
2. Convey the importance of ICT literacy in the democratic process.
3. Understand the human, cultural, and societal issues regarding Information and Communication Technologies and the ethical dimensions of online work and online communications.

Appendix B

The new Minor has the following alignment with the Campus Baccalaureate Learning Goals:

	Knowledge of Human Cultures	Intellectual and Practical Skills	Personal and Social Responsibility
COMS101 – Information Management and Privacy		Information literacy, inquiry and analysis, and critical and creative thinking.	Exercising control over personal information in online environments.
COMS106 – Digital Media Creation, An Introduction		Multimedia Communication and quantitative literacy.	Understand Copyright Law as a consumer and producer of digital media.
COMS117 – Multimedia Communication	Communication Design and Aesthetics.	Multimedia and oral communication and visual literacy.	
COMS140 – Online Collaboration	Basic analysis of social science research regarding online collaboration.	Teamwork and problem solving in networked environments.	Intercultural knowledge and competence.
COMS190 – Human Communication in Networks	Analysis of social science research on the impact of the Internet on human communication.	Inquiry and analysis, critical, philosophical and creative thinking, multimedia and oral communication, information literacy, and teamwork.	Civic knowledge and engagement –local and global, ethical reasoning and action, and foundations and skills for lifelong learning.
COMS191 – New Media and Society	Analysis social science research on the impact of the new media on society as a whole.	Inquiry and analysis, critical, philosophical and creative thinking, multimedia and oral communication, information literacy, and teamwork.	Civic knowledge and engagement –local and global, ethical reasoning and action, and foundations and skills for lifelong learning.