# http://www.ric.edu/webcommunications/images/SealWithText_Small_Black.pngUNDERGRADUATE CURRICULUM COMMITTEE (UCC)PROPOSAL FORM

## Cover page scroll over blue text to see further important [instructions](#instructions): [if not working select “COMMents on rollover” in your Word preferences under view] **please read these.**

**N.B. ALL numbered categories in section (A) must be completed. Please do not use highlight to select choices within a category but simply delete the options that do not apply to your proposal (e.g. in A.2 if this is a course revision proposal, just delete the creation and deletion options and the various program ones, so it reads “course revision”) Do not delete any of the numbered categories—if they do not apply leave them blank. If there are no resources impacted please put “none” in each A. 7 category.**

|  |  |  |
| --- | --- | --- |
| A.1. [Course or program](#Proposal) | **COMM 339W CREATIVITY FOR communication and Media** |  |
| [Replacing](#Ifapplicable)  | **COMM 339W Creativity for Public Relations and Advertising** |
| A. 1b. Academic unit | **Faculty of Arts and Sciences**  |  |
| A.2. [Proposal type](#type) | **Course: revision**  |  |
| A.3. [Originator](#Originator) | **Jinsoo Kim** | [Home department](#home_dept) | **Communication** |
| A.4. [Context and Rationale](#Rationale) Note: Must include additional information in smart tip for all [new programs](#type) | **As the department is restructured due to decreased enrollment, this proposal to change the title and the content of the course, COMM 339, is submitted. The current title (“Creativity for Public Relations and Advertising”) needs to change to clearly reflect the new content tailored to not only PR and Advertising students, but for all communication and media students, as well as the description. We also need to change the prerequisites so this course can work within the curricular flow of both the revised Media Communication and Advertising program and the new Strategic Communication program. In turn, COMM 234 (as was COMM 334) becomes the best pre-requisite to ensure student success for the Media Communication and Advertising program, while the Strategic Communication program will require COMM 232 (as was COMM 301). We will also allow entrance with instructor and chair permission for special cases.** |
| A.5. [Student impact](#student_impact)Must include to explain why this change is being made? | **The impact on students should be positive. With the content and name change, more students will take and benefit from the course, learning principles and techniques of creativity for various forms of media communication.** |
| A.6. [Impact on other programs](#impact)  | **None** |
| A.7. [Resource impact](#Resource) | [*Faculty PT & FT*](#faculty):  | **None** |
| [*Library*:](#library) | **None** |
| [*Technology*](#technology) | **None** |
| [*Facilities*](#facilities): | **None** |
| A.8. [Semester effective](#Semester_effective) | **Fall 2023** | A.9. [Rationale if sooner than next Fall](#Semester_effective) |  |
| A.10. INSTRUCTIONS FOR CATALOG COPY: Use the Word copy versions of the catalog sections found on the UCC Forms and Information page. Cut and paste into a single file **ALL the relevant pages from the college catalog that need to be changed.** Use tracked changes feature to show how the catalog will be revised as you type in the revisions. If totally new copy, indicate where it should go in the catalog. If making related proposals a single catalog copy that includes all changes is preferred. Send catalog copy as a separate single Word file along with this form. |
| A.11. List here (with the relevant urls), any RIC website pages that will need to be updated (to which your department does not have access) if this proposal is approved, with an explanation as to what needs to be revised: |
| A. 12 **Check to see if your proposal will impact any of our** [**transfer** **agreements,**](file:///Users/anthonygalvez/Desktop/MediaComm%26Advertsing%20curriculum%20change/transfer%20agreements) **and if it does explain in what way. Please indicate clearly what will need to be updated.** |
| A. 13 Check the section that lists “Possible NECHE considerations” on the UCC Forms and Information page and if any apply, indicate what that might be here and contact Institutional Research for further guidance. |

B. [NEW OR REVISED COURSES](#delete_if)  **Delete section B if the proposal does not include a new or revised course. As in section A. do not highlight but simply delete suggested options not being used. Always fill in b. 1 and B. 3 for context. NOTE: course learning outcomes and topical outlines only needed for new or substantially revised courses.**

|  | Old ([for revisions only](#Revisions))ONLY include information that is being revised, otherwise leave blank.  | NewExamples are provided within some of the boxes for guidance, delete just the examples that do not apply. |
| --- | --- | --- |
| B.1. [Course prefix and number](#cours_title)  | **COMM 339W** |  |
| B.2. Cross listing number if any |  |  |
| B.3. [Course title](#title)  | **Creativity for Public Relations and Advertising** | **Creativity for Communication and Media** |
| B.4. [Course description](#description)  | **Students are introduced to the process of conceptualizing and preparing PR and advertising content for mass media. Emphasis is placed on creative thinking, strategic writing skills and visualization. This is a Writing in the Discipline (WID) course.** | **Students are introduced to the process of conceptualizing and preparing creative content for strategic and media communication. Emphasis is placed on creative thinking, strategic writing skills, and visualization.** |
| B.5. [Prerequisite(s)](#prereqs) | **COMM 311 or COMM 311W, or COMM 337, or permission of instructor** | **COMM 201W, or COMM 234 or COMM 334, or COMM 232 or COMM 301, or permission of instructor and department chair** |
| B.6. [Offered](#Offered) |  |  |
| B.7. [Contact hours](#contacthours)  |  |  |
| B.8. [Credit hours](#credits) |  |  |
| B.9. [Justify differences if any](#differences) |  |
| B.10. [Grading system](#grading)  |  |  |
| B.11. [Instructional methods](#instr_methods) |  |  |
| B.11.a [Delivery Method](#instr_methods) |  |  |
| B.12. CATEGORIES 12. a. [How](#required) to be used |  |  |
|  12 b. Is this an Honors  course? | **NO** | **No** |
|  12. c. [General Education](#ge) N.B. Connections must include at  least 50% Standard Classroom instruction. | **NO** | **No** |
|  12. d. Writing in the  Discipline (WID) | **YES** | **Yes** |
| B.13. [How will student performance be evaluated?](#performance) |  |  |
| B.14 [Recommended class-size](#class_size" \o "Check appendix XVIII in the UCC Manual for Best Practices) |  |  |
| B.15. [Redundancy statement](#competing) |  |  |
| B. 16. Other changes, if any |  |

| B.17**.** [**Course learning outcomes**](#outcomes)**: List each one in a separate row** | [**Professional Org.Standard(s)**](#standards)**, if relevant** | [**How will each outcome be measured**](#measured)**?** |
| --- | --- | --- |
| 1. To learn how to integrate language, images and ideas into coherent, persuasive messages in media.2. To learn how to come up with creative concepts and apply them to campaign work.3. To learn how to create messages for a variety of media.4. To practice and enhance essential design principles and layout skills as needed in media communication.5. To learn how to constructively evaluate creative works. |  | 1~4. There will be several individual and group assignments where students will work on projects to develop print advertisements, posters, newsletters, magazine covers, outdoor ads, public service announcements, social media postings, and radio ads for campaigns. 1~4. There will be several quizzes to test students’ understanding of the topics discussed in lectures. 5. Students will be required to write critiques of other classmates’ work after each project. |

| B.18. [**Topical outline**](#outline)**: DO NOT INSERT WHOLE SYLLABUS, JUST A TWO-TIER TOPIC OUTLINE suitable for the contact hours requested. Proposals that ignore this request will be returned for revision.** |
| --- |
| 1. The Essence of Creativity
2. Basic Design Rules + Basic Typography Rules
	1. The basics of *Photoshop*
	2. The basics of *InDesign*
	3. Image & Typography
	4. Magazine/Newsletter design
3. Good Ads vs. Bad Ads
	1. What makes great advertising?
	2. Flyer/Poster/Ad re-design
	3. Public Service Announcements
4. Concept Development: Print
	1. Ideation – “Big Idea”
	2. Advertising design I
5. Concept Development: TV/Radio/Outdoor/Social media

a) TV storyboard b) Radio scriptc) Advertising design II |

## D. Signatures

* **Changes that affect General Education in any way MUST be approved by ALL Deans and COGE Chair**.
* Changes that directly impact more than one department/program MUST have the signatures of all relevant department chairs, program directors, and their relevant dean (e.g. when creating/revising a program using courses from other departments/programs). Check UCC manual 4.2 for further guidelines on whether the signatures need to be approval or acknowledgement.
* Proposals that do not have appropriate approval signatures will not be considered.
* Type in name of person signing and their position/affiliation.
* Send electronic files of this proposal and accompanying catalog copy to curriculum@ric.edu to the current Chair of UCC. Check UCC website for due dates. Do NOT convert to a .pdf.

D.1. Approvals: required from programs/departments/deans who originate the proposal. THESE may include multiple departments, e.g., for joint/interdisciplinary proposals.

| Name | Position/affiliation | [Signature](#_Signature" \o "Insert electronic signature, if available, in this column) | Date |
| --- | --- | --- | --- |
| Giselle Auger | Chair of Communication | \*approved by -email  | 2/24/2023 |
| Earl Simson | Dean of FAS | Earl Simson | 3/6/2023 |

##### D.2. [Acknowledgements](#acknowledge): REQUIRED from OTHER PROGRAMS/DEPARTMENTS (and their relevant deans if not already included above) that are IMPACTED BY THE PROPOSAL. SIGNATURE DOES NOT INDICATE APPROVAL, ONLY AWARENESS THAT THE PROPOSAL IS BEING SUBMITTED. CONCERNS SHOULD BE BROUGHT TO THE UCC COMMITTEE MEETING FOR DISCUSSION; all faculty are welcome to attend.

| Name | Position/affiliation | [Signature](#Signature_2) | Date |
| --- | --- | --- | --- |
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|  |  |  | Tab to add rows |