**Potter College of Arts & Letters**

**Western Kentucky University**

**745-2345**

# REPORT TO THE UNIVERSITY CURRICULUM COMMITTEE

Date: February 24, 2011

The Potter College of Arts & Letters submits the following items for consideration:

|  |  |
| --- | --- |
| **Type of Item** | **Description of Item & Contact Information** |
| Consent | **Proposal to Revise Course Prerequisites**  BCOM 365 Intermediate Broadcast News  Contact: James LeTourneau, [james.letourneau@wku.edu](mailto:james.letourneau@wku.edu), 745-8856 |
| Consent | **Proposal to Revise Course Catalog Listing**  BCOM 480 Advanced Post Production  Contact: Ron DeMarse, [ron.demarse@wku.edu](mailto:ron.demarse@wku.edu), 745-2840 |

Proposal Date: 12/1/10

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites**

**(Consent Item)**

Contact Person: James LeTourneau, [james.letourneau@wku.edu](mailto:james.letourneau@wku.edu) 745-8856

**1. Identification of course:**

* 1. Course number: BCOM 365
  2. Course title: Intermediate Broadcast News
  3. Credit hours: 3

**2. Current prerequisite requirements:** BCOM 265

**3. Proposed prerequisite requirements:** BCOM 335

**4. Rationale for the revision of prerequisite requirements:**

BCOM 365 is a broadcast class that originally provided the student radio station with student news reporters. While it still fulfills this task, it has also evolved to meet the demand in the broadcast news, sports and entertainment industries for content producers for both TV and radio. These are behind-the-scenes journalists who act as associate, line, segment or field producers. The problem with the current pre-requisite is that many incoming BCOM 365 students may not have been exposed to the introductory TV news producing aspect which is part of BCOM 335. All prior course work in radio news writing (BCOM 265) combined with what is taught in BCOM 335 (introductory news producing for radio and TV) evolves into BCOM 365 in an orderly fashion with the implementation of the BCOM 335 pre-requisite change.

**5. Effect on completion of major/minor sequence:** None anticipated. Exceptions will be made for 2012 graduates if the prerequisite change delays graduation.

**6. Proposed term for implementation:** 2011(30)

**7. Dates of prior committee approvals:**

School of Journalism & Broadcasting

Curriculum Committee: December 3, 2010

School of Journalism & Broadcasting December 10, 2010

Potter College Curriculum Committee February 3, 2011

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Course inventory form**

Proposal Date: December 1, 2010

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Catalog Listing**

**(Consent Item)**

Contact Person: Ron DeMarse, [ron.demarse@wku.edu](mailto:ron.demarse@wku.edu), 270-745-2840

**1. Identification of course:**

* 1. Course prefix (subject area) and number: BCOM 480
  2. Course title: Advanced Post Production
  3. Credit hours: 3

**2. Current course catalog listing:**

Utilizing outside production houses, this course surveys the modern post production process. Computer editing, digital video effects and post audio processing are all covered in a hands-on environment. (lab fee)

**3. Proposed course catalog listing:**

Advanced instruction in post-production techniques and technologies. Focuses include non-linear editing, advanced visual effects and compositing, DVD authoring, encoding for mobile applications, and web video and animation. (lab fee)

**4. Rationale for revision of the course catalog listing:**

Brings the description more in line with the BCOM 380 (prerequisite) description, and better reflects the content of the course. “Outside production houses” are no longer necessary to provide this instruction and experience.

**5. Proposed term for implementation:** 2011(30)

**6. Dates of prior committee approvals:**

School of Journalism & Broadcasting

Curriculum Committee: December 3, 2010

School of Journalism & Broadcasting December 10, 2010

Potter College Curriculum Committee February 3, 2011

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Course Inventory Form**