

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE
FACULTY SENATE

Senate Document Number 2814S
Date of Senate Approval 1/23/14

Statement of Faculty Senate Action:

APC Document 16

Delete VMP295, and replace with VMP 293, 294 and 295
Delete VMP 395, and replace with VMP 393, 394 and 395
Delete VMP 495, and replace with VMP 491, 495 and 496

Effective Date: Fall 2014

1. **Delete:** On page 214, the entry for **VMP295:**

295 Visual Media Workshop (2-4)

Development and practice of media production skills for video, film and photography. Topics will vary and may include subjects such as video editing, photojournalism and cinematography. The topic covered in each section will be indicated in the title. VMP 295 may be repeated with different topic subheadings. Prerequisite: VMP 205. Fall and Spring.

Add: On page 214, in place of deleted entry, **VMP 293, 294, 295:**

293, 294, 295 Visual Media Workshop (2-4)

Development and practice of media production skills for visual media. Topics will vary and will be indicated in the titles of individual sections. The courses may contain a non-credit required laboratory component. VMP 293, 294 and 295 may be repeated with different topic subheadings. Prerequisite: VMP 205. See department chair.

2. **Delete:** On page 214, the entry for **VMP395:**

395 Issues in Visual Media (4)

Exploration of current issues in Visual Media. Topics will vary and may include subjects such as media aesthetics, film appreciation, film genres, and documentary film making. The topic covered in each section will be indicated in the title. VMP 395 may be repeated with different topic subheadings. Prerequisite: MCOM 104 or VMP 205, depending on section topic. Fall and Spring.

Add: On page 214, in place of deleted entry, **VMP 393, 394, 395:**

393, 394, 395 Issues in Visual Media (4)

Exploration of important current issues in Visual Media. Topics will vary and will be indicated in the titles of individual sections. The courses may contain a non-credit required laboratory component. VMP 293, 294 and 295 may be repeated with different topic subheadings. Prerequisite: MCOM 104 or VMP 205, depending on section topic. See department chair.

3. Delete: On page 214, the entry for **VMP495:**

495 Visual Media Seminar (4)

In-depth exploration of specific Mass Communication subjects related to visual media. Topics will vary and may include subjects such as directing, field production techniques, and film studies. The topic covered in each section will be indicated in the title. MCOM 495 may be repeated with different topic subheadings.

Prerequisites: MCOM 104, either MCOM 490 or 492, VMP 205, 395; or permission of instructor. Fall and Spring.

Add: On page 214, in place of deleted entry, **VMP 491, 495, 496:**

491, 495, 496 Visual Media Seminar (4)

Capstone experience exploring specific Mass Communication subjects in depth, focusing particularly on visual media. Topics will vary and will be indicated in the titles of individual sections. VMP 491, 495, 496 may be repeated with different topic subheadings. Prerequisites: MCOM 104, 201; VMP 205 and 8 hours of MCOM or VMP at the 300 or 400 level. See department chair.

Impact: The substance of the courses is not changed. The new language eliminates a list of sample topics. The course schedule is readily available so students can see the topics covered each semester. The Department webpage also highlights topics offered each term.

Rationale: The language of the current course descriptions is too cluttered. The new descriptions are simpler and remove the specificity of topics that are covered.

The prerequisites for the 400-level course are cumbersome, and the new description corrects this. In particular, students may take either VMP or MCOM seminars as their capstone experience, regardless of whether their previously completed courses were in VMP or MCOM. The proposed new language reduces confusion about what is needed before a capstone experience. This is consistent with the overall streamlining of major requirements and departmental emphasis on media convergence. The VMP/MCOM split is largely appropriate for skills oriented courses. Issues and seminars should engage students interested in any area of Mass Communication.

In addition, although the current VMP 295, 395 and 495 are repeatable, the Banner registration system does not recognize unique sections of a course in a single semester, and students cannot register for more than one section of a course each semester without a duplicate course override from the instructor. This leads to frustration on the part of students, faculty and administrators. Adding the additional course numbers allows topics to be added to the schedule with unique course numbers and will eliminate the “duplicate course” registration errors seen by students.