CGS Agenda Item:16-51
Effective Spring 2017

Eastern Illinois University
New Course Proposal
CIT 4753, Emerging Video Technologies

Banner/Catalog Information (Coversheet)

1. **X New Course or ____ Revision of Existing Course**

2. **Course prefix and number:** *CIT 4753*

3. **Short title:** *Emerging Video Technologies*

4. **Long title:** *Emerging Video Technologies*

5. **Hours per week: 2** Class **2** Lab **3** Credit

6. **Terms:** ___Fall ___Spring ___Summer **X** On demand

7. **Initial term**: ___ Fall **X** Spring ___ Summer Year: **2017**

8. **Catalog course description:** *A study of video technologies and techniques. This course will focus on the capture of video for creating applications and solutions for web sites, education, training, and advertising solutions. Main emphasis will be on hardware, specialty equipment, and media preparation for these applications.*

9. **Course attributes: N/A**

   General education component: _____

   ___ Cultural diversity ___ Honors ___ Writing centered ___ Writing intensive ___Writing active

10. **Instructional delivery**
    Type of Course:

    ___ Lecture ___ Lab **X** Lecture/lab combined ___ Independent study/research

    ___ Internship ___ Performance ___ Practicum/clinical ___ Other, specify: _____

    Mode(s) of Delivery:

    X Face to Face ___ Online ___ Study Abroad

    X Hybrid, specify approximate amount of on-line and face-to-face instruction: *2-50 minute sessions online, 2- 50 minute sessions face-to-face per week*

11. Course(s) to be deleted from the catalog once this course is approved. *NONE*

12. Equivalent course(s): *NONE*

a. Are students allowed to take equivalent course(s) for credit? ___ Yes ___No

13. Prerequisite(s): *AET 2123, graduate standing or permission of instructor*

a. Can prerequisite be taken concurrently? ___ Yes **X** No

b. Minimum grade required for the prerequisite course(s)? C

c. Use Banner coding to enforce prerequisite course(s)? **X** Yes ___ No

d. Who may waive prerequisite(s)?

___ No one ___ Chair **X** Instructor ___ Advisor ___ Other (specify)

14. Co-requisite(s): N/A

_____

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which may take the course: All

b. Degrees, colleges, majors, levels, classes which may not take the course: N/A

_____

16. Repeat status: **X** May not be repeated ___ May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor: 3

18. Grading methods: **X** Standard ___ CR/NC __ Audit ___ ABC/NC

19. Special grading provisions:

___ Grade for course will not count in a student's grade point average.

___ Grade for course will not count in hours toward graduation.

___ Grade for course will be removed from GPA if student already has credit for or is registered in: _____

___ Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: _____

20. Additional costs to students:

Supplemental Materials or Software *NONE*

Course Fee **X** No ___Yes, Explain if yes_____

21. Community college transfer:

___A community college course may be judged equivalent.

X A community college may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the content is judged to be equivalent.

Rationale, Justifications, and Assurances (Part I)

1. ___Course is required for the major(s) of _____
   ___Course is required for the minor(s) of _____
   ___Course is required for the certificate program(s) of _____
   X Course is used as an elective
2. **Rationale for proposal**: *Graduates of EIU are entering a field that is transitioning to a greater reliance upon technical development applications requiring creation of systems that use video technologies. A video technologies course provides the information and techniques to help them know the current state of video technology, and to apply practical knowledge and skills in the capture, and export of this content. This course was strongly recommended to add to the existing curriculum by faculty at other universities, Board Members of the Graphic Communication Education Association during the GCEA conference in July 2015. In addition, competing state institutions (Illinois State, Western Illinois) offer a similar sort of course. This makes such a course necessary to maintain pace with other universities.*
3. **Justifications for (answer N/A if not applicable)**

   Similarity to other courses: *This course is not known to duplicate any other course. Similarities between Journalism courses and Communication Studies courses are differentiated in the proposed course as the content and context are different. Journalism and Communication Studies focus on exporting content for mass media. Techniques are highly geared toward studio production, and on site interviewing. This course focuses on hardware, emerging technology, and specialty techniques relative to web sites, education, training, and advertising solutions.*

   Prerequisites: *A video technology course should be upper division because it is based upon prior knowledge acquired in previous coursework. Experience with basic camera anatomy and still image capture are a necessity to acquiring these difficult and higher-level skill applications. Further, the knowledge acquired at this level requires automaticity of the prerequisite skills in acquisition of new and emerging technical skill development.*

The prerequisite of AET 2123 is necessary to ensure that the learner has a fundamental understanding of image capture and composition. Additionally, the inclusion of permission by the chair allows for learners to enroll in the course providing they can provide proof of previous coursework or real world work experience that would ensure foundational knowledge is in place.

Co-requisites: **N/A**
Enrollment restrictions: **N/A**
Writing active, intensive, centered: **N/A**

4. **General education assurances (answer N/A if not applicable)**
   General education component: **N/A**
   Curriculum: **N/A**
   Instruction: **N/A**
   Assessment: **N/A**
5. **Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**
   Online or hybrid delivery justification: *The content and structure for this course relies upon independent research, in-depth group discussion, and video based lecture. As compared to many lab courses already offered by the AET media technology area, this course requires online delivery of lecture and discussion and face-to-face lab activities for applied projects. For content delivered online, the course employs online video presentations, structured web discussions focused on reading assignments, and linked to articles submitted to the instructor. Students are required to draw on research and review of articles to discuss and develop fundamental procedural knowledge of application. Discussions invite students to explore in more detail the required knowledge and procedures to create various web publishing tools and media. Discussions and examinations will be administered and submitted via the online course management tool. Three years ago this course would have been impossible to be delivered online. Since then, several video tools are now available for editing and manipulation. Many software design companies have made their software tools more readily accessible for students. The Internet connection speed for many users has increased thereby allowing for higher quality rich media instruction to be delivered. Finally, the course management tools that the university now uses allows there to be a richer interaction between students and faculty. To accommodate this situation, many of the given activities may be completed in a hybrid format.*
   Instruction: *This course employs instructor led online presentations, student reading assignments, student applied design assignments, peer critique and troubleshooting, student presentations, and examinations. After reviewing the instructor led presentations and completing the student reading assignments, students will be required to draw on what they*

have read and then to apply it to a context of creating graphics for personal or organizational applications. While working on these projects, students may engage in the activity of troubleshooting or critique while posting their work in an online discussion board for both classmates and the instructor to provide feedback and guidance. Presentations will provide learners a forum to share the results of their work and receive further feedback. Reading assignments, applied projects, and examinations will be administered, collected, and/or submitted via the online course management tool. Presentations may also be delivered in the course tool or face-to-face. All faculty who will deliver this course online are/will be OCDi (or appropriate equivalent) trained.

Integrity: *Work submitted online, such as discussions and examinations, will be substantiated via learners providing citation in APA format and submitting related articles to quantify work. Further, the length, frequency, quality, and integrity of discussion posts can be monitored via the online course management tool. Examinations will require the same of learners and additionally will use software tools to check work for the integrity and authenticity of submitted assignments. The examinations will be time restricted and of sufficient length to prohibit consultation of unauthorized sources. Work submitted face-to-face in applied lab projects will be checked for authenticity via the individualized nature of project completion. Requirements for projects will require learners to engage in activities that require creation of original content for either themselves or local entity.*

Interaction: *For online content, the course employs email, web-based discussions, exploration of off-site Internet resources, web-based presentations, web chat rooms and lab based applied project work. The instructor will communicate with students through the online discussion board and web-based discussions. Email may also be a tool used for the instructor to communicate with an individual student or to post course announcements. The learners for this course may also communicate with one another for these tools. During digital office hours, the instructor will remain available for discussion during certain times and communicate using a chat room tool in the learning management system. For face-to-face interaction, the instructor may communicate synchronously with the learners during open lab activities and during office hours. The learners are also free to communicate with other learners during lab activities.*

Model Syllabus (Part II)

Please include the following information:

1. Course number and title

CIT 4753 Emerging Video Technologies

2. Catalog description

A study of video technologies. This course will focus on the capture video for creating applications and solutions for web sites, education, training, and advertising solutions. Main emphasis will be on hardware, specialty equipment, and media preparation for these applications.

3. Learning objectives.

Upon completion of the course, the learner will be able to:

1. Discuss advantages and limitations of various emerging video tools. (WCR 1-7) (Grad 1-4)
2. Research various video technologies. (WCR 1-7) (Grad 1-4)
3. Create video projects utilizing emerging video technologies. (CT 2, 3, 4) (Grad 1-2)
4. Analyze the effectiveness of various emerging video technologies. (QR 1-6) (Grad 4)
5. Publish and present finished video projects in a professional format to be critiqued by peers and professionals. (SL 1-7) (Grad 1-4)
6. Provide criticism and suggestions for improvement of video technologies utilizing emerging technologies. (CT 1-6) (Grad 1-3)

4. Course Materials

- One USB Drive – Minimum of 16 GB
- Access to a computer and reliable internet connection
- SLR camera with video capability
- Headphones and lavalier microphone
- Adobe Creative Cloud Software (Premier, After Effects, Audition, Media Encoder, Speed Grade)
- Online journal articles and online software exercises as assigned by the instructor

5. Weekly outline of content.

Face-to-face

Week	**Day 1 (50 minutes)** ***Face-to-face***	**Lab work (50 minutes)** ***Face-to-face***	**Day 2 (50 minutes)** ***Face-to-face***	**Lab work (50 minutes)** ***Face-to-face***
Week 1	History of video	Lab familiarization and policies	Copyright and Royalty Free	Searching for Copyright and Royalty Free
Week 2	Storyboarding	Storyboarding exercise	Script writing	Script writing exercise

Week 3	Anatomy of SLR Video Equipment	SLR Video Equipment exercise	SLR Video Capture	SLR Video Capture exercise
Week 4	Prime Lenses	Prime Lens exercise	Sound Capture	Sound Capture exercise
Week 5	Lighting	Lighting exercise	Importing and merging media	Importing and merging media exercise
Week 6	Editing	Editing exercise	Special Effects	Special Effects exercise
Week 7	Hands Free Rigging Equipment	Hands Free Rigging Equipment exercise	Handheld Rigging Equipment	Handheld Rigging Equipment exercise
Week 8	**Midterm Exam**	Handheld Rigging Equipment exercise	Screencasting Applications	Screencasting exercises
Week 9	Screencasting	Screencasting exercises	Screencasting	Screencasting exercises
Week 10	Aerial & Portable video	Aerial & Portable video exercises	Aerial & Portable video	Aerial & Portable video exercises
Week 11	Video Turntables	Video Turntable exercises	Video Dollies	Video Dolly exercises
Week 12	Greenscreens	Greenscreening exercises	Motion tracking	Motion tracking exercises
Week 13	On site color balancing techniques	On site color balancing exercises	Emerging technologies	Emerging application exercises
Week 14	Publishing formats for rich media applications	Publishing formats for rich media applications exercises	Publishing to YouTube, Vimeo, and other sites	Publishing to YouTube, Vimeo, and other sites exercises
Week 15	Tagging for YouTube, Vimeo, and other sites	Tagging for YouTube, Vimeo, and other sites exercises	Analytics for YouTube, Vimeo, and other sites	Analytics for YouTube, Vimeo, and other sites exercises
Week 16	**Final Exam**			

Hybrid

Week	**Day 1 (50 minutes)** ***Online***	**Lab work (50 minutes)** ***Face-to-face***	**Day 2 (50 minutes)** ***Online***	**Lab work (50 minutes)** ***Face-to-face***
Week 1	History of video	Lab familiarization and policies	Copyright and Royalty Free	Searching for Copyright and Royalty Free
Week 2	Storyboarding	Storyboarding exercise	Script writing	Script writing exercise
Week 3	Anatomy of SLR Video Equipment	SLR Video Equipment exercise	SLR Video Capture	SLR Video Capture exercise
Week 4	Prime Lenses	Prime Lens exercise	Sound Capture	Sound Capture exercise
Week 5	Lighting	Lighting exercise	Importing and merging media	Importing and merging media exercise
Week 6	Editing	Editing exercise	Special Effects	Special Effects exercise
Week 7	Hands Free Rigging Equipment	Hands Free Rigging Equipment exercise	Handheld Rigging Equipment	Handheld Rigging Equipment exercise
Week 8	**Midterm Exam**	Handheld Rigging Equipment exercise	Screencasting Applications	Screencasting exercises
Week 9	Screencasting	Screencasting exercises	Screencasting	Screencasting exercises

Week 10	Aerial & Portable video	Aerial & Portable video exercises	Aerial & Portable video	Aerial & Portable video exercises
Week 11	Video Turntables	Video Turntable exercises	Video Dollies	Video Dolly exercises
Week 12	Greenscreens	Greenscreening exercises	Motion tracking	Motion tracking exercises
Week 13	On site color balancing techniques	On site color balancing exercises	Emerging technologies	Emerging application exercises
Week 14	Publishing formats for rich media applications	Publishing formats for rich media applications exercises	Publishing to YouTube, Vimeo, and other sites	Publishing to YouTube, Vimeo, and other sites exercises
Week 15	Tagging for YouTube, Vimeo, and other sites	Tagging for YouTube, Vimeo, and other sites exercises	Analytics for YouTube, Vimeo, and other sites	Analytics for YouTube, Vimeo, and other sites exercises
Week 16	**Final Exam**			

6. Assignments and evaluation, including weights for final course grade.

	Undergraduate	**Graduate**
Assignments (software/technique exercises)	15%	10%
Discussions	15%	10%
Quizzes	15%	10%
Applied Projects (research project)	20%	20%
Exams	25%	20%
Papers (journal article reviews)	10%	20%
Research Paper	-----	10%
TOTAL	**100%**	**100%**

Grading scale.

A = 90 to 100 %, B < 89.9999%, C < 79.9999%, D < 69.9999%, F < 59.9999%

7. Correlation of learning objectives to assignments and evaluation.

Objective	**Assignments** Undergraduate: 15% Graduate: 10%	**Discussions** Undergraduate: 15% Graduate: 10%	**Quizzes** Undergraduate: 15% Graduate: 10%	**Projects** Undergraduate: 20% Graduate: 20%	**Exams** Undergraduate: 25% Graduate: 20%	**Papers** Undergraduate: 10% Graduate: 20% Research paper: 10%
1. (WCR 1-7) (Grad 1-4)	X	X	X		X	X
2. (WCR 1-7) (Grad 1-4)	X	X		X		
3. (CT 2, 3, 4) (Grad 1-2)	X			X		

4. (QR 1-6) (Grad 4)	X		X	X	X	
5. (SL 1-7) (Grad 1-4)	X		X		X	X
6. (CT 1-6) (Grad 1-3)		X				X

Date approved by the department or school: 2/16/16
Date approved by the college curriculum committee: 3/25/2016
Date approved by the Honors Council *(if this is an honors course):* Date approved by CAA: 4/28/16 CGS: 5-3-16