

**LUMPKIN COLLEGE OF BUSINESS AND APPLIED SCIENCES
EASTERN ILLINOIS UNIVERSITY**

EA-LCBAS-18-18 Effective Fall 2018

TO: Council on Graduate Studies

FROM: William Minnis, Interim Dean

SUBJECT: EXECUTIVE ACTION

DATE: February 26, 2018

Effective: Fall 2018

Change Course Number, Name, Description and Prerequisites:
AET 4813 – Advanced Cross Media Technologies

Request from Dr. Cheney on following page.

**LUMPKIN COLLEGE OF BUSINESS AND APPLIED SCIENCES
EXECUTIVE ACTION REQUEST**

TO: Amy Annis, Certification Officer

FROM: Austin Cheney, Chair School of Technology

DATE: February 8, 2018

ACTION REQUESTED:

It is requested a 1) number change, 2) name change, 3) course description change and 4) that the prerequisite be removed for AET 4813 - Advanced Cross Media Technologies.

RATIONALE:

Course number, name change, and course description change are necessary to accommodate the new Digital Media program needs. Additionally, students that have enrolled in the course without the prerequisite course or co-enrolled in the prerequisite course have been unimpeded or performed as well as students that have completed the prerequisite course.

EFFECTIVE DATE:

Fall, 2018

CURRENT CATALOG:

AET 4813 - Advanced Cross Media Technologies.

(2-2-3) On Demand. Advanced study of graphics technology applied to web, video, animation, and specialty graphics. Major emphasis will be on the integration of emerging technologies into cross media applications and campaigns. A limit of 3 hours may be applied to a major or minor.

Prerequisites & Notes:

A grade of "C" or better in AET 1363 or permission of instructor.

PROPOSED CATALOG:

AET 4814 - Digital Media Strategy.

(2-2-3) On Demand. Study of integrating web, video, animation, and specialty graphics into campaigns and development of digital media strategy. A limit of 3 hours may be applied to a major or minor.

Prerequisites & Notes:

A grade of "C" or better in AET 1363 or permission of instructor.