

KINGSBOROUGH COMMUNITY COLLEGE
The City University of New York

CURRICULUM TRANSMITTAL COVER PAGE

Department: _____ Date: _____

Title Of Course/Degree/Concentration/Certificate: _____

Change(s) Initiated: (Please check)

- | | |
|---|---|
| <input type="checkbox"/> Closing of Degree | <input type="checkbox"/> Change in Degree or Certificate |
| <input type="checkbox"/> Closing of Certificate | <input type="checkbox"/> Change in Degree: Adding Concentration |
| <input type="checkbox"/> New Certificate Proposal | <input type="checkbox"/> Change in Degree: Deleting Concentration |
| <input type="checkbox"/> New Degree Proposal | <input type="checkbox"/> Change in Prerequisite, Corequisite, and/or Pre/Co-requisite |
| <input type="checkbox"/> New Course | <input type="checkbox"/> Change in Course Designation |
| <input type="checkbox"/> New 82 Course (Pilot Course) | <input type="checkbox"/> Change in Course Description |
| <input type="checkbox"/> Deletion of Course(s) | <input type="checkbox"/> Change in Course Title, Number, Credits and/or Hours |
| | <input type="checkbox"/> Change in Academic Policy |
| | <input type="checkbox"/> Pathways Submission: |
| | <input type="checkbox"/> Life and Physical Science |
| | <input type="checkbox"/> Math and Quantitative Reasoning |
| | <input type="checkbox"/> A. World Cultures and Global Issues |
| | <input type="checkbox"/> B. U.S. Experience in its Diversity |
| | <input type="checkbox"/> C. Creative Expression |
| | <input type="checkbox"/> D. Individual and Society |
| | <input type="checkbox"/> E. Scientific World |
- Change in Program Learning Outcomes
- Other (please describe): _____

PLEASE ATTACH MATERIAL TO ILLUSTRATE AND EXPLAIN ALL CHANGES

DEPARTMENTAL ACTION

Action by Department and/or Departmental Committee, if required:

Date Approved: 3/16/23 Signature, Committee Chairperson: _____ 

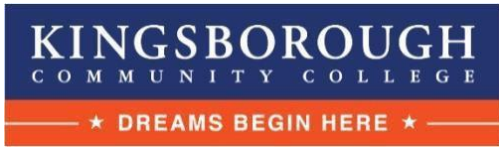
If submitted Curriculum Action affects another Department, signature of the affected Department(s) is required:

Date Approved: _____ Signature, Department Chairperson: _____

Date Approved: _____ Signature, Department Chairperson: _____

I have reviewed the attached material/proposal

Signature, Department Chairperson: _____ 



TO: Spring 2023 Curriculum Committee

FROM: Prof. Scott Cally, Chair, Department of Communications and Performing Arts

DATE: March 17, 2023

RE: Change in Media Arts A.S. Program Learning Outcomes

The Department of Communications and Performing Arts is proposing a change in the Program Learning Outcomes

Change in Program Learning Outcomes:

FROM:

Program Learning Outcomes:
1. Demonstrate knowledge of mass media processes
2. Demonstrate pre-production planning and budgeting
3. Demonstrate production processes for radio, television, film and internet
4. Demonstrate post-production processes for radio, television, film and internet
5. Utilize mass media business plans (marketing research and demographics)
6. Demonstrate knowledge of the technologies involved in production processes
7. Utilize audio equipment in-studio radio, remote radio and sound for television and film
8. Utilize video equipment in-studio television, remote equipment and lighting
9. Utilize post-production editing software programs
10. Demonstrate knowledge of media research methods

11. Demonstrate ability to produce competent written material for specific mass media uses
12. Demonstrate ability to produce public service announcements
13. Demonstrate knowledge of news through studio scripts, interview research/questions and wrap-arounds for news
14. Demonstrate ability to understand historical context of media growth
15. Demonstrate ability to research and write historical and/or descriptive information

TO:

Program Learning Outcomes:
1. Identify and define the terms, trends, theories, and technology in the areas of mass media (radio, television, film, communications, and emerging media).
2. Evaluate evidence to produce critically written assessments that apply the appropriate professional standards of the field.
3. Apply the technical and analytical skills required for radio station operation and podcasting.
4. Produce multiple camera television studio programs and remote programs using single and multiple cameras.
5. Apply the technical and analytical skills required for audio and video digital nonlinear editing and electronics news gathering/electronic field production.
6. Construct an e-portfolio that demonstrates creative and technical proficiency in digital media content and production in the 21st century.
7. Apply the cognitive apprenticeship technique of modeling, coaching and scaffolding as it applies to the areas of mass media (radio, television, film, and emerging media).

Rationale for Change:

After reviewing course equivalencies in Transfer Explorer, we observed that program learning outcomes between our sister colleges in the City University vary, not only from Kingsborough to a receiving 4-year college, but from 4-year college to 4-year college for degree programs in Film, Television, Radio, and Emerging Media.

Our goal is to streamline the program learning outcomes for the Media Arts program to reflect what students will know and be able to do upon completion of the program more accurately by clearly identifying the direct and indirect measure and/or measures to assess each of the revised learning outcomes across the required and elective courses in the program.

