

**Proposal for a New/Revised
Major, Minor, Emphasis, Certificate**

INSTRUCTIONS:

- Prepare your proposal according to the following outline. (Hand written forms will not be accepted.)
 - Attach the new/current catalog copy with all affected changes clearly noted. List all courses and requirements, indicate new courses, deleted courses and/or course changes.
Note: *A form must be submitted for each change.*
 - Submit the signed proposal to the Office of Academic Affairs. All forms must be completed in full with appropriate signatures to be added to the agenda. You will be contacted by the Curriculum Committee Coordinator with a date and time to present the proposal.
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I. **Identification of Department(s)/Program(s):** Communications and Journalism

II. **Is this a New or Revised Proposal?** XX New Revised

Type of proposal: Major Minor Emphasis XX Certificate

Title of Proposal: **Certificate in Magazine Production**

III. **Rationale for the proposal:**

a. What research/evidence supports the need for the proposal?

Although the department has had a formal program that focuses on newspaper journalism and another program that focuses on broadcast and digital journalism, we have lacked any formal program that can help prepare students to work in magazines. There is clear interest in such a program; we have offered a course similar to the new one we are proposing in Magazine Production as a Topics class for some years now and that class has produced the *Ampersand* twice a year during that time and several times over those years the magazine has won national awards for its design and content.

b. How will it support departmental philosophy/mission and existing curriculum? How will it support the philosophy/mission and existing curriculum of your School/College and the University?

This certificate program is a complementary one to programs we already offer; magazines are still an important aspect of the journalism industry and in some sectors are thriving in ways that many newspapers are not, specifically in the area of narrowly focused, special interest magazines. Allowing our students a formal program in magazine production is consistent with the department's mission to help prepare professionals who can succeed in the media.

c. List the learning objectives/outcomes:

The certificate in Magazine Production allows students to explore many of the aspects of producing a magazine, including writing, editing, layout and design and photography.

Learning Outcomes:

The student will learn the basic elements of magazine production, including writing articles suitable for a magazine, devising the overall content for a specific magazine, assigning stories to other writers, editing their work, scheduling the production of the magazine and working with printers.

The student will learn the basic elements of layout and design for a magazine.

The student will learn essential principles of photography.

d. How will these outcomes be assessed?

The outcomes will be assessed through projects the students will complete for the specific courses in the certificate:

- *magazine articles
- *graphic design and layout
- *photography
- *editing exams and exercises

e. Why is this being proposed?

See above, IIIb

f. Will this proposal have an impact on other Webster departments, schools/colleges or campuses (including overseas)? Yes No. If yes, please provide a brief explanation.

g. What Campus(es) will offer this?

For now, the Webster Groves campus will offer it but there is no reason it cannot also be offered at our overseas campuses.

h. Does this proposal require a new course? Yes No. If yes, what course(s)?
JOUR 4390: Magazine Production
(we are proposing this course in conjunction with this proposal for a certificate program)

i. Does this proposal require a new prefix? Yes No. If yes, what prefix? _____

Note: A New Course Proposal Form and/or Course Change Form must be submitted with this proposal for any course(s) affected by this change (including those that are converting to the new prefix.)

IV. Staffing Information:

a. What additions or changes in staffing are necessary for this proposal?

None

b. How will this be coordinated?

Through the Communications and Journalism Department

c. Who will coordinate this program? (name, title and department)

Joe Schuster, Chair, Department of Communications and Journalism in conjunction with the advisor of the Ampersand, currently Karen Burch.

V. Feasibility information:

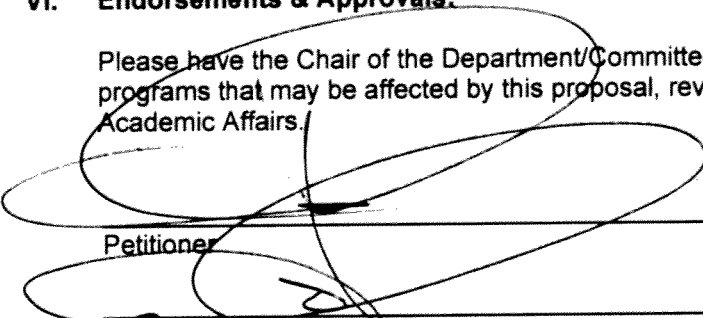
a. What are the resources necessary for this proposal? (space, equipment, etc)

We do not require any additional resources for this certificate as we already offer all of the courses in it. Most of the production work for the Magazine Production class will occur in the journalism computer lab, SV 247. . .this is where we have been handling the production of the magazine when we have offered it as a Topics class.

b. What are the projections for enrollment and growth for this upon implementation?

VI. Endorsements & Approvals:

Please have the Chair of the Department/Committee, Dean of each School/College and other programs that may be affected by this proposal, review prior to submission to the Office of Academic Affairs.



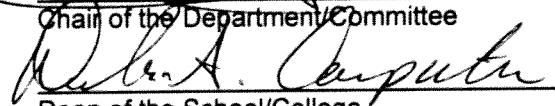
Petitioner

2-17-10
Date



Chair of the Department/Committee

2-17-10
Date



Dean of the School/College

2-17-10
Date



Chair of the Curriculum Committee

2-22-10
Date

Distribution:

Academic Affairs
Registrar

Dean, School/College
Chair, Department

Chair, Committee
Academic Advising (UG)

Webster University
School of Communications

Certificate in Magazine Production

The certificate in Magazine Production allows students to explore many of the aspects of producing a magazine, including writing, editing, layout and design and photography.

Learning Outcomes:

The student will learn the basic elements of magazine production, including writing articles suitable for a magazine, devising the overall content for a specific magazine, assigning stories to other writers, editing their work, scheduling the production of the magazine and working with printers.

The student will learn the basic elements of layout and design for a magazine.

The student will learn essential principles of photography.

Certificate Requirements

Students must complete a total of 18 hours for the certificate as specified below:

Required Courses:

JOUR 4390 Magazine Production*	3 hours
MEDC 2200 Ethics in the Media	3 hours
JOUR 2300 Journalism: Layout and Design	3 hours
JOUR 2170 Copyreading/News Editing	3 hours
PHOT 3190 Digital Photographic Imaging	3 hours
	15 hours

In addition, students must complete a minimum of 3 credit hours from among the following:

PHOT 2500 Photojournalism	3 hours
JOUR 2380 Free Expression and the First Amendment	3 hours
JOUR 3080 Global Journalism	3 hours
JOUR 3150 Topics in Modern Media	1-3 hours
JOUR 3750 Environmental Journalism and Communications	3 hours
JOUR 4050 Sports Reporting	3 hours
JOUR 4170 Investigative Journalism	3 hours
JOUR 4380 Magazine Journalism	3 hours
JOUR 1030 Fundamentals of Reporting	3 hours
JOUR 2140 Advanced Reporting	3 hours
JOUR 2360 History and Principles of American Journalism	3 hours
MEDC 2800 Cultural Diversity in the Media	3 hours
JOUR 3060 Community Reporting	3 hours
JOUR 3130 Feature Writing	3 hours

MEDC 4100 The Law and the Media
PHOT 3120 Studio Photography and Lighting (3)

3 hours
3 hours

INTM 1600 Introduction to Interactive Digital Media

3 hours