

**DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET**  
See Course and Program Development Policy and Procedures for Instructions

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| <b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA <b>XXX</b> <b>Contact Name:</b> JON SHORR <b>Phone:</b> X6059   |
| <b>DEPARTMENT / DIVISION:</b>  |
| <b>SHORT DESCRIPTION OF PROPOSAL</b> (state name of action item 1-20 and course name, code & number / program affected):<br><b>#8/New Course: PRODUCING SOUND PORTRAITS CMAT 366</b> |
| <b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2008  |

|   |
|---|
| <b>Box 1: TYPE OF ACTION</b> ADD(NEW) <b>XXX</b> DEACTIVATE <input type="checkbox"/> MODIFY <input type="checkbox"/> OTHER <input type="checkbox"/>         |
| <b>Box 2: LEVEL OF ACTION</b> Non-Credit <input type="checkbox"/> Undergraduate <b>XXX</b> Graduate <input type="checkbox"/> OTHER <input type="checkbox"/> |

| Box 3: ACTION ITEM<br>(check appropriate boxes)  | DOCUMENTS REQUIRED<br>(see box 4 below) | IMPACT REVIEWS<br>(see box 5 on back) | APPROVAL SEQUENCE<br>(see box 6 on back) |
|--|---|---------------------------------------|--|
| 1. Experimental Course <sup>1</sup>  | NOP                                     | a, c, e                               | AC                                       |
| 2. Course Title  | NO                                      |                                       | ABCD                                     |
| 3. Course Credits  | NO                                      |                                       | ABCD                                     |
| 4. Course Number   | NO                                      |                                       | ABCD                                     |
| 5. Course Level  | NO                                      |                                       | ABCD                                     |
| 6. Pre & Co-Requisite  | NO                                      |                                       | ABCD                                     |
| 7. Course Description  | NOP                                     |                                       | ABCDEF                                   |
| <input checked="" type="checkbox"/> 8. New Course  | <b>NOP</b>                              |                                       | ABCDEF                                   |
| 9. Deactivate a Course   | NO                                      |                                       | ABCDEF                                   |
| 10. Program Requirements   | NO                                      | b, c, d, e                            | ABCDEF                                   |
| 11a. UG Specialization (24 credits or less)  | NO                                      | a, b, c, d, e                         | ABCDEF                                   |
| 11b. Masters Specialization (12 credits or less)   | NO                                      | a, b, c, d, e                         | ABCDEF                                   |
| 11c. Doctoral Specialization (18 credits or less)  | NO                                      | a, b, e                               | ABCDEF                                   |
| 12. Closed Site Program  | NOT                                     | e                                     | ABCDHIK                                  |
| 13. Program Suspension <sup>9</sup>  | NO,5                                    | a, e                                  | ABCDEGIK                                 |
| 14a. Certificate Program (ug/g) exclusively within existing degree program   | NO                                      | a, c, e                               | ABCDEFHIK                                |
| 14b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits) | NOQR, 6                                 | a, c, e                               | ABCDEFHJL                                |
| 15. Off-Campus Delivery of Existing Program  | NO, 4                                   | a, b, c, e                            | ABCDHIL                                  |
| 16a. UG Concentration (exceeds 24 credit hours)  | NO, 5                                   | a, c, d, e                            | ABCDEFHJL                                |
| 16b. Masters Concentration (exceeds 12 credit hours)   | NO, 5                                   | a, c, d, e                            | ABCDEFHJL                                |
| 16c. Doctoral Concentration (exceeds 18 credit hours)  | NO, 5                                   | a, c, d, e                            | ABCDEFHJL                                |
| 17. Program Title Change   | NO, 5                                   | a, c, d, e                            | ABCDEFHJL                                |
| 18. Program Termination  | NO, 10                                  | d, e                                  | ABCDEFHIK                                |
| 19. New Degree Program   | NOQR, 3,8                               | a, c, d, e                            | ABCDEFHJL                                |
| 20. Other  | Varies                                  | Varies                                | Varies                                   |

|   |  |   |                                   |
|---|--|---|-----------------------------------|
| <b>Box 4: DOCUMENTATION (check boxes of documents included)</b>   |  |   |                                   |
| <input checked="" type="checkbox"/> N. This Cover Sheet           |  | <input type="checkbox"/> Q. Full 5-page MHEC Proposal | <input type="checkbox"/> T. Other |
| <input checked="" type="checkbox"/> O. Summary Proposal           |  | <input type="checkbox"/> R. Financial Tables (MHEC)   |                                   |
| <input checked="" type="checkbox"/> P. Course Definition Document |  | <input type="checkbox"/> S. Contract                  |                                   |

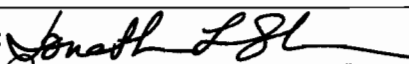
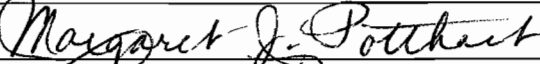
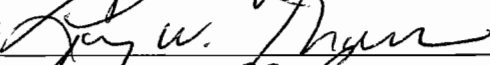
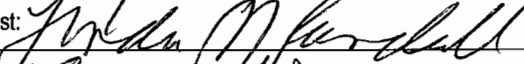
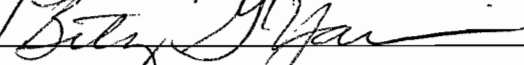
- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.
- One-page letter to include: Program title & degree/certificate to be awarded; resources requirements; need and demand; similar programs; method of instruction; and oversight and student services (MHEC requirement)
- One-page letter with description and rationale (MHEC requirement)
- One or two-page document that describes: centrality to mission; market demand; curriculum design; adequacy of faculty resources; and assurance program will be supported with existing resources. (MHEC requirement)
- Learning objectives, assessment strategies; fit with UB strategic plan
- Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal. (MHEC requirement)
- Temporary suspension of program to examine future direction; time not to exceed two years. No new students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.

**DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)**

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| <b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA <b>XXX</b>                                |
| <b>SHORT DESCRIPTION OF PROPOSAL</b> (state name of action item 1-20 and course name, code & number / program affected): |
| <b>#8/New Course: PRODUCING SOUND PORTRAITS</b>  |

10. Provide:
- a. evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
  - b. proposed date after which no new students will be admitted into the program;
  - c. accommodation of currently enrolled students in the realization of their degree objectives;
  - d. treatment of all tenured and non-tenured faculty and other staff in the affected program;
  - e. reallocation of funds from the budget of the affected program; and
  - f. existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition.
11. University Council *review* (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.

| <b>Box 5: IMPACT REVIEW</b>  | SIGNATURES (see procedures for authorized signers) | DATE |
|--|--|------|
| a. Library<br><input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached              | Director or designee:                              |      |
| b. OTS<br><input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached                  | CIO or designee:                                   |      |
| c. University Relations<br><input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached | Director or designee:                              |      |
| d. Admissions<br><input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached           | Director or designee:                              |      |
| e. Records<br><input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached              | Registrar or designee:                             |      |

| <b>Box 6: APPROVAL SEQUENCE</b>                           | APPROVAL SIGNATURES   | DATE     |
|---|---|----------|
| A. Department / Division                                  | Chair:    | 11/16/07 |
| B. Final faculty review body within each School           | Chair:    | 12/13/07 |
| C. College Dean   | Dean:     | 12/13/07 |
| D. Provost and Senior Vice President for Academic Affairs | Provost:  | 12/17/07 |
| E. Curriculum Review Committee (UFS subcommittee)         | Chair:    | 1/8/08   |
| F. University Faculty Senate (UFS option)                 | Chair:  |          |
| G. University Council (see # 11 above)                    | Chair:  |          |
| H. President  | President:  |          |
| I. Board of Regents – notification only                   |   |          |
| J. Board of Regents – approval                            |   |          |
| K. MHEC – notification only                               |   |          |
| L. MHEC – approval  |   |          |
| M. Middle States Association notification                 | Required only if the mission of the University is changed by the action                       |          |

**DOCUMENT O: SUMMARY PROPOSAL**

See Course and Program Development Policy and Procedures for Instructions

|   |                                       |                            |
|---|---------------------------------------|----------------------------|
| <b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA <b>XXX</b>                     | <b>Contact Name:</b> <b>JON SHORR</b> | <b>Phone:</b> <b>x6059</b> |
| <b>DEPARTMENT / DIVISION:</b> <b>ENGLISH &amp; COMMUNICATIONS DESIGN</b>                                      |                                       |                            |
| <b>SHORT DESCRIPTION OF PROPOSAL</b> (state action item 1-23 and course name & number or program affected):   |                                       |                            |
| <b>#8/New Course: PRODUCING SOUND PORTRAITS</b>   |                                       |                            |
| <b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall <b>XXX</b> Spring <input type="checkbox"/> Year: <b>2008</b> |                                       |                            |

O-1: Briefly describe what is being requested:

We Are proposing a new course, CMAT 366/Producing Sound Portraits, which will count as an elective in the major for corporate communication and English majors and as a general elective for others.

**NOTE: This course number was previously assigned to Computer Graphics, which several years ago was renumbered CMAT 350, freeing this number.**

For new courses or changes in existing courses (needed by Registrar)

|   |  |                   |
|---|--|-------------------|
| <b>OLD Title:</b>                           | <b>Course # / HEGIS Code:</b>          | <b>Credits:</b>   |
| <b>NEW Title: Producing Sound Portraits</b> | <b>Course # / HEGIS Code: CMAT 366</b> | <b>Credits: 3</b> |

O-2: Set forth the rationale for the proposal:

The course complements CMAT 364/*Digital Photography*, CMAT 367/*Multi-Image Production*, CMAT 369/*Digital Video*, and CMAT 456/*Multimedia Design & Production* and fills a gap in the division's cadre of media production courses. Over the past few years, we've offered variations of this course three times under a special topics number.

## **Required Format for Master Course Document (Document P)**

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1. Date Prepared: September 25, 2007
2. Prepared by: Jon Shorr
3. Department: English & Communications Design
4. Course Number: CMAT 366
5. Course Title: Producing Sound Portraits
6. Credit Hours: 3
7. Prerequisites: None
8. Course Purpose (example: general education, laboratory, elective)  
Major elective for Corporate Communication and English majors;  
general elective for everyone else.
9. Rationale:
  - a. The course complements CMAT 364/*Digital Photography*, CMAT 367/*Multi-Image Production*, CMAT 369/*Digital Video*, and CMAT 456/*Multimedia Design & Production* and fills a gap in the division's cadre of media production courses.
  - b. Over the past few years, we've offered variations of this course three times under a special topics number.
10. Catalog Description (Paragraph should reflect general aims and nature of the course)  
Introduction to the art and craft of audio production. Students will listen to and produce a series of short audio programs, learning the tools, techniques, and aesthetics of the craft along the way.
11. Suggested approximate class size: 16

## 12. Content Outline

[The specific content of the course is a function of the instructor, the current technology, and other vagaries. Here's a sample of how it might be constructed.]

### Production Assignments

- Write and record a 2:00 audio essay.
- Record an interview with someone and edit it into a coherent 1:30 story.
- Record multiple interviews and edit them into a coherent 2:00 story.
- Final project: Produce a 4:00-6:00 audio program whose general subject is a person, location, event, process, or issue. The production should include interviews and actualities, sfx, music, and narration. Along the way, you'll turn in a proposal, script plan, draft, finished production, and written analysis.
- ...and various labs in which you'll learn and demonstrate use of various hardware, software, and production techniques.

### Weeks 1-4 The Basics

- Theory
- Writing for the Ear
- Equipment Operation
- Studio Production

### Weeks 5-9 Sound Design

- Conceptualizing Stories
- Preproduction
- Field Production
- Editing

### Weeks 10-15 Final Project Work

## 13. Learning Goals

By the end of the course, students should be able to:

- 1 Define various audio terms.
- 2 Operate a range of analog and digital audio production equipment: players, recorders, mixers, etc.
- 3 Explain and demonstrate techniques for field production.
- 4 Discuss and demonstrate basic principles of audio program design.
- 5 Explain and demonstrate basic interviewing techniques.
- 6 Conceptualize, design, and produce a unified audio portrait.

## 14. Assessment Strategies

The final project will have a production component and an analysis component. The production component will demonstrate degree of mastery of Goals 2, 3, 4, 5, and 6. The analysis will measure students' ability to articulate the choices they made and the reasons for those choices.

15. Text(s) and Materials (example: textbooks, calculator)  
There's a range. Possibilities include Marcus Rosenbaum, John Dinges (et al)'s *Sound Reporting*; Stanley Alten's *Audio in Media/8e*; and Alan P. Kefauver and David Patschke's *Fundamentals of Digital Audio*.
16. Lab Fees: Standard School of Communications Design undergraduate lab fee (currently \$50)