To: Dean Van Galen, Chancellor  
116 North Hall  
University of Wisconsin-River Falls

From: Wes Chapin, Chair  
Faculty Senate  
University of Wisconsin-River Falls  

June 15, 2011

RE: UWRF Faculty Senate Motion 2011-2012/03

At the June 14, 2011 meeting of University of Wisconsin-River Falls Faculty Senate, motion 2011-2012/03 was passed and it is effective immediately. This motion is forwarded to you for your action.

Motion from the Academic Program and Policies Committee (Jim Zimmerman, Chair) to accept the proposed changes in the Digital Film and Television program

Approved

Disapproved

Dean Van Galen, Chancellor

Date: 6/21/11
INFORMATION

1. Program title: Digital Film And Television  
2. Department(s): Communication Studies And Theatre Arts  
3. College(s): College Of Arts And Sciences  

5. Check all that apply:  
   - ☐ New program  
   - ☐ Change in course name  
   - ☒ Change in Major  
   - ☐ Change in course content  
   - ☒ Existing program  
   - ☒ Change in number of credits  
   - ☐ Change in Minor  
   - ☒ Change in Emphasis/Option

6. Other Programs/Departments Consulted (Requires letters of support from all Departments or Programs substantially affected):

   1. None  
   2.   
   3.   
   4.   

7. Date of Implementation: Fall Semester 2011 Year

8. Have all courses in this program been approved? Yes ☒ No ☐  
   If "No," which ones?

9. Attach Request Narrative. (Include description of program before and after proposed changes).

UNIT APPROVALS: Requires signatures of all Departments Chairs and Deans whose programs will be affected by the changes or proposal. Signature lines for the affected Departments and Colleges (Noted in 6 above), are on the back of this form. These signatures should be obtained prior to review by all other shared governance levels.

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<thead>
<tr>
<th>Signature</th>
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<tbody>
<tr>
<td>Department Chair</td>
<td>4/6/11</td>
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<tr>
<td>College Curriculum Cmtt. Chair</td>
<td>4/18/11</td>
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<td>Dean of College</td>
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<td>University Curriculum Cmtt. Chair</td>
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<td>Academic Policy &amp; Programs Cmtt. Chair</td>
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<td>Faculty Senate Chair</td>
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<td>Provost / Vice Chancellor</td>
<td>6/21/11</td>
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NOTE: The master copy of this transmittal and accompanying documents must be filed in the Provost’s office upon final approval. The Provost’s office will notify all appropriate administrative offices [Registrar, Dean(s), and Department Chair(s)] of approvals and necessary actions to implement changes.

Rev. 11/08
Proposal to move and revise the emphasis in Digital Film and Television from within the Communication Studies major to within the Theatre Arts major

In the fall of 2008 the Mass Communication emphasis within the Communication Studies Major was redesigned to become an emphasis in Digital Film and Television (DFT). The redesign was done in an effort to shift the content of the emphasis to one focusing on, and preparing students to work within the entertainment divisions of television and film. Prior to 2008 the content within this emphasis was focused on electronic communication principles used primarily in the news/information divisions of television and film.

The redesign is now completed and seems to be sound both in curriculum and in serving the needs and interests of our students. **The final step in this redesign is to move DFT (as is) from an emphasis within the Communication Studies major to an emphasis within the Theatre major. This move will create an emphasis in DFT within the Theatre major, while terminating the DFT emphasis in the Communication Studies major.**

This realignment will place DFT within a major (Theatre) that teaches the same principles (i.e., design, performance, writing, production, etc.), and will allow students majoring in theatre, but actually more interested in the entertainment divisions of television/film, the opportunity to actually acquire in name a major that more accurately reflects their training and skills (i.e., a Theatre major: DFT Emphasis, rather than a Communication Studies major.)

Concurrent with the movement of the DFT emphasis from within the Communication Studies major to within the Theatre major are a few small revisions in the DFT emphasis itself.

1. **We are requesting that the current requirement of CSTA 284 (Sophomore Seminar: Communication Studies) be replaced with CSTA 294 (Sophomore Seminar: Theatre Arts.)** This change in program will allow students in DFT an opportunity to gain research and writing skills more specifically related to digital film, television, and the entertainment industry in general. All courses listed as part of the DFT emphasis have been approved and are being offered by CSTA.

2. **We are requesting that CSTA 490 – Senior Project, currently a required course for all Theatre majors, not be included as a requirement for Theatre majors working within the DFT emphasis.** Since CSTA 460 – Initiative: Senior Project already exists within the DFT emphasis, and since CSTA 460 deals more directly with digital film and television related experiences it is a more appropriate capstone experience for DFT students and will be used in place of CSTA 490 for Theatre majors working within the DFT emphasis.

3. **We are requesting that the two ‘Directed Elective” categories of courses (currently 3 credits each) be contracted to a single ‘Directed Electives“ category (proposed for 6 credits).** The total number of credits required in the DFT emphasis (6 credits) would not change.
The movement of the DFT emphasis from Communication Studies to Theatre is an internal move within the Department of Communication Studies and Theatre Arts, and has been approved formally by the division of Communication Studies, and the division of Theatre Arts, as well as by the CSTA department as a whole.

Final Note: As a result of the adjustments/corrections made the total number of credits required for the Digital Film and Television emphasis will be reduced from 36 total credits to 35 total credits.

Please find attached the requirements/course listing for the current and proposed DFT emphasis.
CURRENT - Digital Film and Television Emphasis - 36 Total Credits

AREA I
Required Courses - 24 Credits
CSTA 151 - Broadcast Performance 3 cr.
CSTA 160 - Studio Production 3 cr.
CSTA 260 - Electronic Field Production 3 cr.
CSTA 284 - Sophomore Seminar: Communication Studies 3 cr.
CSTA 310 - Media Literacy 3 cr.
CSTA 360 - Advanced Field Production 3 cr.
CSTA 460 - Initiative: Senior Project in DFT 3 cr.
CSTA 490 - Independent Study: Theatre Project 1 cr.

AREA II as appearing in DFT DAR
Required Course - 2 Credits
CSTA 377 - Mass Communication Practicum - 1 cr (Need 2 semesters)

AREA III as appearing in DFT DAR
Directed Electives - 3 Credits
Choose one from the following:
CSTA 261 - Electronic Media Copy Writing 3 cr.
JOUR 245 - Writing for Film and Television 3 cr.

AREA IV as appearing in DFT DAR
Directed Elective - 3 Credits
Choose one from the following
CSTA 301 - History of Film 3 cr.
CSTA 458 - Broadcast Programming and Criticism 3 cr.

AREA V as appearing in DFT DAR
Electives - 6 Credits
CSTA 351 - Broadcast Performance II 3 cr.
CSTA 458 - Broadcast Programming and Criticism 3 cr.
JOUR 303 - Documentary Production
CSTA 261 - Electronic Media Copy Writing 3 cr.
JOUR 245 - Writing for Film and Television 3 cr.
CSTA 301 - History of Film 3 cr.
JOUR 302 - History of Documentary 3 cr.
CSTA 200 - Introduction to Film 3 cr.
CSTA 389 - Special Topics Option 3 cr.
CSTA 499 - Independent Study 3 cr.
CSTA 379 - Internship 3-12 cr.
PROPOSED - Digital Film and Television Emphasis – 35 Total Credits

Required Courses – 21 Credits
CSTA 151 – Broadcast Performance 3 cr.
CSTA 160 – Studio Production 3 cr.
CSTA 260 – Electronic Field Production 3 cr.
CSTA 294 – Sophomore Seminar: Theatre Arts/DFT 3 cr.
CSTA 310 – Media Literacy 3 cr.
CSTA 360 – Advanced Field Production 3 cr.
CSTA 460 – Initiative: Senior Project 3 cr.

AREA II to appearing in DFT DAR
Required Course – 2 Credits
CSTA 377 – Mass Communication Practicum – 1cr (Need 2 semesters)

AREA III to appearing in DFT DAR
Directed Electives – 6 Credits
Choose two from the following:
CSTA 261 – Electronic Media Copy Writing 3 cr.
JOUR 245 – Writing for Film and Television 3 cr.
CSTA 301 – History of Film 3 cr.
CSTA 458 – Broadcast Programming and Criticism 3 cr.

AREA IV to appearing in DFT DAR
Electives – 6 Credits
CSTA 351 – Broadcast Performance II 3 cr.
CSTA 458 – Broadcast Programming and Criticism 3 cr.
JOUR 303 – Documentary Production
CSTA 261 – Electronic Media Copy Writing 3 cr.
JOUR 245 – Writing for Film and Television 3 cr.
CSTA 301 – History of Film 3 cr.
JOUR 302 – History of Documentary 3 cr.
CSTA 200 – Introduction to Film 3 cr.
CSTA 389 – Special Topics Option 3 cr.
CSTA 499 – Independent Study 3 cr.
CSTA 379 – Internship 3-12 cr.