



LAKEHEAD UNIVERSITY

FACULTY OF SOCIAL SCIENCES AND HUMANITIES

CHANGE REQUEST REPORT

Change Request Tracking Number: 2018-SOC-6694

Title of Change Request: Media Studies--New Courses

Status of Change Request: In Workflow

Change Request can be split

CHANGE REQUEST CONTENTS

#	Type	Title
1.	New Course	Introduction to Media and Film Production
2.	New Course	Strategic Digital Communications
3.	New Course	Honours Media, Film, & Communications Project

CHANGE REQUEST HISTORY

Workflow Stage	Action Type	Action Taken By	Change Made	Action Rationale	Date
Initiator	Approved	Michael Stevenson	No	Submitted to workflow	10/19/2018, 09:14 AM
Submission Review (Academic & Curriculum Development Coordinator)	Approved	Submission Review	No	Approved on October 22, 2018 (Pam)	10/22/2018, 12:37 PM

SUPPORTING DOCUMENTS

None.

SUPPORTING DOCUMENTS AUDIT TRAIL

None.

CHANGE REQUEST COMMENTS

None.

1.	New Course	Introduction to Media and Film Production
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COURSE DETAILS

NEW COURSE FORM - The following is information that will be displayed in the University Calendar

What is the new Course Code? (provided by Academic & Curriculum Development Coordinator):	Media Studies 1050 The code is the 'subject' plus the course number (e.g. "Biology 1110").
Title of New Course:	Introduction to Media and Film Production
Course Description:	An introduction to digital media arts practices grounded in the fundamentals of design, aesthetics, stylistics, colour, proportion, perspective, narrative, and more. These practices will be used in the production of creative media and film projects.

Credit Weight of this Course:	0.5 Example 0.25, 0.5, 1.0, 1.5 etc
Offering (Hours of instruction):	2-2; or 2-2 Example 3-0
What is the Grade Scheme?:	
Is this a Special Topics course?:	
Is this course cross listed with another? If so, enter the other course code here:	
Course Classification(s):	<ul style="list-style-type: none"> • Type A: Humanities • Type B: Social Sciences

The following is information for Committee Review

Faculty or Institution Unit:	<ul style="list-style-type: none"> • Lakehead University
Calendar Start Term. When this change should be displayed in the Calendar:	2019-20
Information for Timetable: When will this be first offered?:	
Calendar End Term. When is the last calendar year this should be displayed?:	No Specified End Date Use No Specified End date unless you are removing it from the calendar.
Academic Level:	Undergraduate
Is this a required course, or an elective?:	Required
What is the pedagogical rationale for this request? Why are you submitting this request?:	Instituting a required course in introductory media and film production to complement the intermediate and advanced courses in digital media production and design at the second and third year levels. For example, is this change required for accreditation?

The following is information for Senate Budget Committee Consideration

	NOTE: Complete each section and provide full explanations for both "yes" and "no" answers. This will not be displayed in the calendar but will be used by the Senate Budget Committee when considering approval of this proposal. The creator of this proposal may be asked to attend a committee meeting to discuss this proposal. Contact the Chair of the Senate Budget Committee if you wish to discuss any of the questions below.
Will this request impact student enrolment in	No

another program within the same faculty/unit?:	Yes
Will this request impact student enrolment in another program in a different faculty/unit?:	No
Will additional resources be required (space, staff, equipment, etc)?:	No
How will this impact existing teaching loads within this faculty/unit?:	No impact--removal of a mandatory course from the program at the second year level will result in a neutral budget impact for this required course at the first year level.
What is the impact on the demand for teaching support services (library, computers, staff, etc)? :	No impact
Will this course require outside support? If yes, please outline the amount and timing of the funding:	No

2.	New Course	Strategic Digital Communications
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COURSE DETAILS

NEW COURSE FORM - The following is information that will be displayed in the University Calendar

What is the new Course Code? (provided by Academic & Curriculum Development Coordinator):	Media Studies 3013 The code is the 'subject' plus the course number (e.g. "Biology 1110").
Title of New Course:	Strategic Digital Communications
Course Description:	Developing a strategic digital communications plan, students will incorporate techniques from areas such as marketing, public relations, social media, digital media metrics, search engine optimization, and big data, using a variety of media genres such as video, audio and image design, and focusing on the articulation of values that shape relationships with audiences. A critical-ethical approach will be taken to new digital techniques of communication, such as proprietary algorithms, greenwashing, astroturfing, click bait, and data mining.
Credit Weight of this Course:	0.5 Example 0.25, 0.5, 1.0, 1.5 etc
Offering (Hours of instruction):	3-0; or 3-0 Example 3-0

What is the Grade Scheme?:	
Is this a Special Topics course?:	
Is this course cross listed with another? If so, enter the other course code here:	ENGL 3036 Professional Writing: Digital Contexts
Course Classification(s):	<ul style="list-style-type: none"> • Type A: Humanities • Type B: Social Sciences

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Information for Timetable: When will this be first offered?:	
Calendar End Term. When is the last calendar year this should be displayed?:	No Specified End Date Use No Specified End date unless you are removing it from the calendar.
Academic Level:	Undergraduate
Is this a required course, or an elective?:	Elective
What is the pedagogical rationale for this request? Why are you submitting this request?:	This course supplements our offerings in digital communications by enhancing the experiential component in the HBASc in Digital Media, Film and Communication Studies, which will support employability and workforce readiness as per the Ministry mandate. It is also hoped that this course will appeal to Business students. For example, is this change required for accreditation?

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Will this request impact student enrolment in another program within the same faculty/unit?:	No
Will this request impact	

student enrolment in another program in a different faculty/unit?:	No
Will additional resources be required (space, staff, equipment, etc)?:	No
How will this impact existing teaching loads within this faculty/unit?:	No impact
What is the impact on the demand for teaching support services (library, computers, staff, etc)? :	No impact
Will this course require outside support? If yes, please outline the amount and timing of the funding:	No

3.	New Course	Honours Media, Film, & Communications Project
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COURSE DETAILS

NEW COURSE FORM - The following is information that will be displayed in the University Calendar

What is the new Course Code? (provided by Academic & Curriculum Development Coordinator):	Media Studies 4801 The code is the 'subject' plus the course number (e.g. "Biology 1110").
Title of New Course:	Honours Media, Film, & Communications Project
Course Description:	Using media, film, and communications methods, students will research an issue that will culminate in a final creative and/or written research project. Students will develop a literature review and a project or proposal in the first term and write a formal paper and/or produce the creative project in the second term.
Credit Weight of this Course:	1.0 Example 0.25, 0.5, 1.0, 1.5 etc
Offering (Hours of instruction):	Example 3-0
List any prerequisites for this course here:	Media Studies 2230
List any special notes or restrictions for this course here:	Open only to Media Studies Majors Will appear in the Calendar. For example: A course fee for field activities may be required.

What is the Grade Scheme?:	
Is this a Special Topics course?:	
Is this course cross listed with another? If so, enter the other course code here:	
Course Classification(s):	<ul style="list-style-type: none"> • Type A: Humanities • Type B: Social Sciences • Type C: Engineering, Mathematical and Natural Sciences

The following is information for Committee Review

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Information for Timetable: When will this be first offered?:	
Calendar End Term. When is the last calendar year this should be displayed?:	No Specified End Date Use No Specified End date unless you are removing it from the calendar.
Academic Level:	Undergraduate
Is this a required course, or an elective?:	Required
What is the pedagogical rationale for this request? Why are you submitting this request?:	This course is replacing the Interdisciplinary Studies 4220, 4240, and 4260 courses currently part of the Media Studies and the Media Studies College Transfer programs. Identifying the fourth year undergraduate honours course as a Media Studies course improves program structure and mirrors the change made several years ago to the Criminology program, in which the required fourth year thesis class for Criminology students was changed from an INTD code to a CRIM code. For example, is this change required for accreditation?

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	NOTE: Complete each section and provide full explanations for both "yes" and "no" answers. This will not be displayed in the calendar but will be used by the Senate Budget Committee when considering approval of this proposal. The creator of this proposal may be asked to attend a committee meeting to discuss this proposal. Contact the Chair of the Senate Budget Committee if you wish to discuss any of the questions below.
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same faculty/unit?:	
Will this request impact student enrolment in another program in a different faculty/unit?:	No
Will additional resources be required (space, staff, equipment, etc)?:	No
How will this impact existing teaching loads within this faculty/unit?:	No impact
What is the impact on the demand for teaching support services (library, computers, staff, etc)? :	No impact
Will this course require outside support? If yes, please outline the amount and timing of the funding:	No

