

MARYLAND HIGHER EDUCATION COMMISSION
ACADEMIC PROGRAM PROPOSAL

PROPOSAL FOR:

- NEW INSTRUCTIONAL PROGRAM
 SUBSTANTIAL EXPANSION/MAJOR MODIFICATION
 COOPERATIVE DEGREE PROGRAM
 WITHIN EXISTING RESOURCES or REQUIRING NEW RESOURCES

(For each proposed program, attach a separate cover page. For example, two cover pages would accompany a proposal for a degree program and a certificate program.)

Howard Community College

Institution Submitting Proposal

Fall 2018

Projected Implementation Date

AA with AOC
Award to be Offered

Arts and Sciences with an AOC in Audio Video Media Production
Title of Proposed Program

4910-01
Suggested HEGIS Code

24.0101
Suggested CIP Code

Arts & Humanities
Department of Proposed Program

Valerie Lash
Name of Department Head

Dr. Jean Svacina
Contact Name

JSvacina@howardcc.edu
Contact E-Mail Address

443-518-4807
Contact Phone Number


Signature and Date

President/Chief Executive Approval

Date

Date Endorsed/Approved by Governing Board

Proposal for new Area of Concentration in Audio Video Media Production

A. Centrality to institutional mission statement and planning priorities:

Provide a description of the program, including each area of concentration (if applicable), and how it relates to the institution's approved mission.

Howard Community College's (HCC) Audio and Video Media Production (AVMP) area of concentration (AOC) primarily explores story/script development and audio/video production techniques. Students learn through hands-on experience with digital and computer-based technology. This curriculum is designed to prepare students with the requisite foundational knowledge, skills, and academic credits necessary for transfer to and continued success at four-year institutions with a major in high-demand technological media programs. HCC currently offers a Television and Radio AOC, which will be replaced by this AVMP AOC.

1. Explain how the proposed program supports the institution's strategic goals and provide evidence that affirms it is an institutional priority.

Howard Community College's mission is "Providing Pathways to Success." A major strategic goal is "Student success, completion, and lifelong learning." The primary function of the AVMP AOC is to prepare students for transfer to a four-year college or university with the knowledge and skills needed to pursue a degree in high-demand technological media programs. Degrees in AVMP contribute to creativity and technical innovation for the state to compete globally in existing and emerging industries, and support the state's knowledge-based economy. The main emphasis in this area of concentration is the development of visual and audio storytelling techniques, design principles, and execution through hands-on experience with digital equipment and computer-based technology.

Student success, completion, and lifelong learning

The AVMP area of concentration is structured to steadily build upon student knowledge and skills within each course and throughout the program. Students are challenged and encouraged to develop their own artistic voices. This approach encourages students to develop a lifelong enthusiasm for media production, providing the drive and inspiration necessary to complete their academic studies and pursue a rewarding career in media production.

By encouraging a departmental evaluation and ultimately a restructure and design based on successful transfer to four-year institutions with world-class media production programs, HCC continually demonstrates a deep commitment to student success.

Organizational excellence

The AVMP AOC includes a first- and second-year curriculum equaling those of world-class media programs. This strategy will prepare our students to transfer to the very best film schools.

Building and sustaining partnerships

By working directly with nearby universities and establishing clear course transfer agreements, HCC will not only prepare students for transfer but participate in the transfer institutions' recruitment efforts. This relationship goes both ways as the universities lend support in our course development and serve as a model for success.

B. Adequacy of curriculum design and delivery to related learning outcomes consistent with Regulation .10 of this chapter:

1. Provide a list of courses with title, semester credit hours and course descriptions, along with a description of program requirements.

AVMP-110 Introduction to Video (3 credits)

This course will explore the ever increasing ways that video enhances personal communication in the modern world from students posting on social media to CEOs recording short communication pieces for company personnel. The emphasis will be on technical skills, artistic theories, and message formulation strategies necessary to create effective, memorable videos with familiar equipment including cell phones, palmcorders, and digital cameras. Techniques explored include acquisition, editing, exporting, sharing, posting, and other distribution methods.

AVMP-120 Concept and Story Development (3 credits)

This course is an introduction to concept development and storytelling methods through a series of short writing assignments of various forms. Students will generate ideas and stories for creative projects in print and electronic media such as television, radio, and film. This course is writing intensive.

AVMP-150 Introduction to Electronic Media (3 credits)

This course examines film and electronic media from the perspective of the modern media professional. Students will explore and discuss electronic media's ties to technology, aesthetics, and culture, throughout history and into the future.

AVMP-155 Principles of Film and Media Production (3 credits)

This course is an interdisciplinary study of film and video production. Emphasis is on the creative and technical aesthetics of basic content production which includes: composition, terminology, lighting, sound, and linear vs. non-linear structure. This course will also examine the technical processes, rules, and ethical considerations that are faced when making media. Students will be challenged to create media that elicits emotions and changes minds.

AVMP-190 Media Career Development (2 credits)

This course introduces students to the many career options in the field of electronic media, such as writing, producing, video and audio editing and acquisition, studio and field operations. Transfer options to various media programs at local universities are explored, as well as entrance requirements, such as portfolio work and demo reels. Students will design and navigate a personalized academic and professional road map toward a career in audio and video media production. The importance of internships, and other entry-level opportunities will be examined.

AVMP-220 Writing for Film and Broadcast (3 credits)

This course will develop skills in writing short fiction and non-fiction scripts as well as commercial and PSA scripts for visual and audio media. Students will translate written material into scripts for visual and aural experiences; combine appropriate sources into script form, including interviews, narration, natural sounds, recreations or dramatic representations to best tell a story and exploit the strengths of the aural or visual medium; and imagine, create, and develop characters, themes, and storylines for original scripts.

AVMP-230 Video Production I (3 credits)

This course will include the basic skills of video: direction, camera techniques, lighting and sound techniques, and editing techniques. The emphasis will be on producing short video segments using television field production techniques and design principles.

AVMP-235 Principles of Video Editing (3 credits)

This course will introduce students to the theory and practice of editing video. Emphasis is placed on the student's increasing technical ability to employ the tools of the craft using professional, industry standard, non-linear video editing software. Historic and contemporary examples will serve as the foundation upon which students build a visual storytelling approach, technique, and strategy

for their editing craft. Hands-on projects allow students to become adept at incorporating stills, animation, sound, and graphics with video footage.

AVMP-240 Audio Production I (3 credits)

This course focuses on the theory and practice of audio production and the basic skills required to record, edit, and mix multiple tracks. The emphasis will be on producing short audio programs using microphones, field and studio recording equipment, mixers, and digital editing software. Projects, discussions, and critiques will develop critical listening skills and artistic expression in the audio production environment.

AVMP-260 Video Production II (3 credits)

This course will include the intermediate skills of video: producing, directing, camera techniques, lighting and sound techniques, and editing techniques. The emphasis will be on producing television shows using field and studio production techniques and design principles.

AVMP-262 Cinematography and Lighting for Film and Television (3 credits)

This course will develop complex skills in both the theory and practice of cinematography and lighting. Advanced camera functions will be explored from a technical and creative perspective, and students will develop visual solutions for a variety of shooting situations. Lighting techniques will be examined using studio lights, grip equipment, and additive gels. Emphasis will be placed on working collaboratively in a professional studio environment to create lighting designs for both film and television.

AVMP-280 Audio Production II (3 credits)

This course builds on the theory and practices of audio production covered in Audio Production I. Emphasis will be on multi-track studio recording and mixing of a variety of sources, advanced digital recording, and editing. Projects, discussions, and critiques will further develop critical listening skills and artistic expression in the audio production environment.

AVMP-282 Sound Design and Creation (3 credits)

This course includes creating and editing sound effects, ADR, Foley, music, and ambience, for multiple visual mediums. Course work focuses on computer-assisted production using Digital Audio Workstations, MIDI devices, and sound design techniques using industry-standard equipment. Students examine how sound strengthens the visual language, establishes a spatial environment, enhances relationships, and communicates emotion in the audiovisual world.

AVMP-283 Audio Documentary (3 credits)

This course is a survey and analysis of historic and contemporary audio documentary combined with student generated, topic-driven audio documentary production. Students hone production skills and build producing skills, including topic and show research, pitching, pre-interview and booking guests, field and studio recording, interview skills, logging field sources, writing scripts, voicing narration, and audio editing.

AVMP-291 Audio and Video Media Internship I (1-3 credits)

This internship combines classroom theory and work applications with on-the-job training. Students will learn how to make the transition from school to work. The internship is a practicum with measurable learning objectives designed to broaden the educational experience. Students must receive prior approval to register for this work experience course.

AVMP-292 Audio and Video Media Internship II (1-3 credits)

This internship combines classroom theory and work applications with on-the-job training. Students will learn how to make the transition from school to work. The internship is a practicum with measurable learning objectives designed to broaden the educational experience. Students must receive prior approval to register for this work experience course.

Audio Video Media Production - A.A. Degree (Transfer)

An Arts and Sciences Area of Concentration

This curriculum is designed for students transferring to a four-year institution majoring in high-demand technological media programs. Students are advised to check the requirements of the institution to which they intend to transfer. The main emphasis of the Audio Video Media Production area of concentration is design principles and execution through hands-on experience with digital equipment and computer-based technology.

English Composition	ENGL 121 College Composition	3
Arts & Humanities	Arts & Humanities Core Group A	3
	Arts & Humanities Core Group B	3
Social & Behavioral Sciences	Social & Behavioral Sciences Core Group A	3
	Social & Behavioral Sciences Core Group B	3
Biological & Physical Sciences	Science Core Course (must include lab)	4
	Science Core Course	3
Mathematics	Mathematics Core Course	3
Core Electives	Any General Education Core Courses	6

Required Courses Related to Area of Concentration

AVMP 120	Concept and Story Development	3
AVMP 150	Introduction to Electronic Media	3
AVMP 155	Principles of Film and Media Production	3
AVMP 190	Media Career Development	2
AVMP 220	Writing for Film and Broadcast	3
AVMP 240	Audio Production I	3

*Electives - Select 12 credits from the following courses according to transfer plans:

<u>ARTS 105</u>	Time-Based Media	3
<u>ARTS 125</u>	Introduction to Digital Art	3
<u>AVMP 110</u>	Introduction to Video	3
<u>AVMP 230</u>	Video Production I	3
<u>AVMP 235</u>	Principles of Video Editing	3
<u>AVMP 260</u>	Video Production II	3
<u>AVMP 262</u>	Cinematography and Lighting for Film and Television	3
<u>AVMP 280</u>	Audio Production II	3
<u>AVMP 282</u>	Sound Design and Creation	3
<u>AVMP 283</u>	Audio Documentary	3
<u>AVMP 291</u>	Audio and Video Media Internship I	1-3
<u>AVMP 292</u>	Audio and Video Media Internship II	1-3
<u>FILM 171</u>	Introduction to American Cinema	3
<u>FILM 172</u>	Introduction to World Cinema	3
<u>FILM 240</u>	Gay, Lesbian, and Transgender Films	3
<u>WMST 270</u>	Women and Film	3


Total Credit Hours: 60

The Arts & Humanities Core requirement may alternatively be fulfilled by completing a World Language Sequence plus one of the following courses: SPCH 151, THET 102, THET 103, THET 202, THET 241, or WMST 193. Students who complete a World Language Sequence are not required to complete General Education Core Electives.

A graduate should be able to

1. Identify, understand, evaluate, and apply ethical reasoning in electronic media production.
2. Develop and demonstrate self-confidence, motivation, open-mindedness, risk-taking, and insight as it applies to electronic media production.
3. Analyze and demonstrate the use of audiovisual media communication strategy fundamentals.
4. Plan and execute production strategy and workflow in an electronic media environment.

C. Critical and compelling regional or Statewide need as identified in the State Plan:

1. Demonstrate demand and need for the program in terms of meeting present and future needs of the region and the State in general based on one or more of the following:
 - o The need for the advancement and evolution of knowledge;
 - o Societal needs, including expanding educational opportunities and choices for minority and educationally disadvantaged students at institutions of higher education;
 - o The need to strengthen and expand the capacity of historically black institutions to provide high quality and unique educational programs.
2. Provide evidence that the perceived need is consistent with the  Maryland State Plan for Postsecondary Education (pdf).

This AOC supports the State Plan for Postsecondary Education Goal 1: Maintains and strengthens a system of effectiveness in fulfilling the educational needs of students. The AVMP AOC provides opportunities for all students regardless of major to hone fundamental communication skills and enhance their capacity to think and communicate creatively and clearly. The Introduction to Video Communication course is specifically created for residents of Maryland, a region at the forefront of digital communication. This course is unique to HCC and provides all HCC students a superior ability to craft, incorporate, and exploit the unique strengths of video-based/enhanced communication in their professional and social lives.

This AOC also supports the State Plan for Postsecondary Education Goal 2: Access, Affordability, and Completion by providing students access to the first 60 credits of the four-year degree at a fraction of the cost. In addition, students who transfer with an associate degree demonstrate an increased likelihood to complete the four-year degree. The AOC also supports Goal 3: Diversity. As an open access institution, HCC provides access to postsecondary education irrespective of academic preparation.

Career paths available to Audio Video Media Production professionals include careers in government, industry, and academia. Career opportunities include general and operations managers, producers, directors, art directors, broadcast and sound engineering technicians, film and video editors, camera operators, operations specialties managers, broadcast engineers, audio and video equipment technicians, radio operators, makeup artists, announcers, reporters, correspondents, broadcast news analysts, technical writers, script writers, advertising, marketing, promotions, public relations, fundraising and sales managers and specialists, secondary school media arts teachers, and media college professors.

D. Quantifiable & reliable evidence and documentation of market supply & demand in the region and State:

1. Present data and analysis projecting market demand and the availability of openings in a job market to be served by the new program.
2. Discuss and provide evidence of market surveys that clearly provide quantifiable and reliable data on the educational and training needs and the anticipated number of vacancies expected over the next 5 years.
3. Data showing the current and projected supply of prospective graduates.

This area of concentration is intended to transfer to four-year schools for completion of a four-year degree. Market supply for this two-year degree is not applicable.


E. Reasonableness of program duplication:

1. Identify similar programs in the State and/or same geographical area. Discuss similarities and differences between the proposed program and others in the same degree to be awarded.
2. Provide justification for the proposed program.

Howard Community College serves a distinct geographical area (mainly Howard County residents) and program duplication concerns are not applicable.

F. Relevance to Historically Black Institutions (HBIs)

It is not anticipated that this program will have an impact on HBIs.

G. If proposing a distance education program, please provide evidence of the  Principles of Good Practice (as outlined in COMAR 13B.02.03.22C).

This program is not being proposed as a distance education program.

H. Adequacy of faculty resources (as outlined in COMAR 13B.02.03.11).

Provide a brief narrative demonstrating the quality of program faculty. Include a summary list of faculty with appointment type, terminal degree title and field, academic title/rank, status (full-time, part-time, adjunct) and the course(s) each faculty member will teach.

The program is coordinated by a 25-year veteran of the television industry, Assistant Professor Mike Harvey, MFA - Electronic Media and Film. Professor Harvey is the only full-time faculty member. He uses his contacts in the industry to regularly bring in other industry professionals to teach as adjuncts in the program, for example Steven Holloway is a professional cinematographer and director of photography with over 35 years of network level experience.

- Mike Harvey, Coordinator, MFA – Electronic Media and Film, assistant professor, full-time Principles of Video Editing, Media Career Development, Concept and Story Development
- Steven Holloway, MFA – Electronic Media and Film, adjunct professor, part-time Cinematography and Lighting for Film and Television
- Anthony Hoos, MS – Telecommunications Management, adjunct professor, part-time Principles of Film and Media Production, Introduction to Electronic Media
- Jennifer Gebhardt, MEd – Educational/Instructional Technology, adjunct professor, part-time Introduction to Electronic Media
- Louis Garcia, MS – Producing for Film and Video, adjunct professor, part-time Introduction to Video, Video Production I

I. Adequacy of library resources (as outlined in COMAR 13B.02.03.12).

The James Clark, Jr. Library offers a wide array of print and online resources that are adequate for the proposed program. From the library's website, individuals can search the online catalog for approximately 68,000 items, including books, e-books, and audiovisual titles. Library resources may be used or borrowed by current HCC students, faculty, and staff using their HCC ID card.

The library also provides access to e-journals through online database subscriptions. Off-campus access to databases, e-journals, e-books, and online course reserves is available to the college community via a current HCC login and password.

Research assistance is available at the library service desk, by appointment, and via email. Classes and online learning objects for information literacy instruction are regularly offered. Open seven days a week in the fall and spring semesters, the library is outfitted with group study rooms, quiet zones, silent areas, and seating areas for comfortable reading. Computers are available for research and writing and there is wireless connection and power outlets for mobile devices.

Program faculty may recommend materials for the library collection. First priority will be given to those materials that support the instructional program. Orders for previewing of high-cost video and multimedia items may be arranged through the library. Specialized materials not available in the library and not appropriate for purchase for the College’s collection may be requested by faculty through interlibrary loan.

J. Adequacy of physical facilities, infrastructure and instructional equipment (as outlined in COMAR 13B.02.03.13)

Provide an assurance that physical facilities, infrastructure and instruction equipment are adequate to initiate the program, particularly as related to spaces for classrooms, staff and faculty offices, and laboratories for studies in the technologies and sciences. If the program is to be implemented within existing institutional resources, include a supportive statement by the President for adequate equipment and facilities to meet the program’s needs.

The physical facilities for this AOC are already in place, and are sufficient for the design of the program and courses offered.

K. Adequacy of financial resources with documentation (as outlined in COMAR 13B.02.03.14)




1. Complete  [Table 1: Resources \(pdf\)](#) and  [Table 2: Expenditure\(pdf\)](#).  [Finance data\(pdf\)](#) for the first five years of program implementation are to be entered. Figures should be presented for five years and then totaled by category for each year.
2. Provide a narrative rationale for each of the resource categories. If resources have been or will be reallocated to support the proposed program, briefly discuss the sources of those funds.

Table 1: Resources

Resource Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Reallocated Funds	15,000	15,300	15,600	15,900	16,200
2. Tuition/Fee Revenue	67,100	85,006	89,480	93,954	98,428
3. Grants, Contracts & Other External Sources	0	0	0	0	0
4. Other Sources	0	0	0	0	0
Total	82,100	100,306	105,080	109,854	114,628

1. Reallocated Funds: HCC currently offers a Television and Radio (TVRD) area of concentration. The AVMP area of concentration is a revision of TVRD. All TVRD resources will be allocated to the revised area of concentration. This number reflects the working annual budget, without personnel costs. The AOC is part of the larger Communication Department budget. The table lists the current TVRD budget, projected with a 2% increase each year, reallocated to AVMP.
2. Tuition and fee revenue: The projected tuition and fee revenue is based on current enrollment with a modest increase each year for the next 5 years. Fees are also based on current enrollment with a modest increase annually.
3. Grants and Contracts: There are no anticipated grant or contract funds.
4. Other Sources: There are no other anticipated sources of funding.

Table 2: Expenditures

Expenditure Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Faculty	6,000	9,000	12,000	15,000	18,000
2. Admin. Staff	NA	NA	NA	NA	NA
3. Support Staff	NA	NA	NA	NA	NA
4. Equipment	1,000	1,000	1,000	1,000	1,000
5. Library	NA	NA	NA	NA	NA
6. New or Renovated Space	NA	NA	NA	NA	NA
7. Other Expenses	NA	NA	NA	NA	NA
Total	\$7,000	\$10,000	\$13,000	\$16,000	\$19,000

1. Faculty: There will be no additional full-time faculty required at this time. We anticipate the hiring of two additional adjuncts the first year, and one each following year as sections are added. Adjunct faculty are not eligible for benefits.
2. Administrative Staff: There will be no new administrative staff required.
3. Support Staff: There will be no new support staff required.
4. Equipment: As additional classes run, we foresee minimal additional expenses for maintaining the equipment. Equipment replacement happens on a cyclical basis, using year-end funds. The department submits requests for any needed equipment replacement, and is cyclically (every 3-5 years) ensured priority for year-end funds. Most programs at HCC use this model for necessary large equipment updates.
5. Library: No additional library materials are anticipated.
6. New and/or Renovated Space: Existing spaces are adequate for the needs of the program. No additional space or renovations are anticipated.
7. Other Expenses: No additional expenses are anticipated.

L. Adequacy of provisions for evaluation of program (as outlined in COMAR 13B.02.03.15).

Discuss procedures for evaluating courses, faculty and student learning outcomes.

This AOC is part of the ongoing assessment process HCC has in place. Courses are assessed on an ongoing basis. Programs are assessed as a whole every five years. Faculty are evaluated on an annual basis, as part of HCC's routine process.

M. Consistency with the State's minority student achievement goals (as outlined in COMAR 13B.02.03.05 and in the State Plan for Postsecondary Education).

Discuss how the proposed program addresses minority student access & success, and the institution's cultural diversity goals and initiatives.

As a program in an open-access community college, this AOC welcomes all interested students and works with students from all majors for a successful pathway to graduation and transfer.

N. Relationship to low productivity programs identified by the Commission:

This program is not a low productivity program.