

The Department of Mass Media 2005-07 Student Handbook

For Majors in
Graphic Design, Mass Communications, and New Media



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To the student:

This handbook will acquaint you with the requirements of The Department of Mass Media. It is strongly advised that you become totally familiar with its contents. The handbook goes into greater detail about specific department requirements, procedures and guidelines than does the college catalog.

The purpose of this detailed handbook is to provide you with as much data early on so that you may plan your coming years of study in this exciting and challenging career field. The faculty in this department care about your progress and success in the major. We believe our commitment to you is in providing you with one of the most successful communications curricula in the region.

Department Philosophy

Briar Cliff University and this department are aware of the need for competent, well-trained, confident and assertive men and women who have been liberally educated in the field of mass communications. The Department of Mass Media offers a programs in which students seriously interested in the wide and varied careers in communication can become personally involved by working with and learning from people both inside and outside the profession.

The faculty in this department are well aware of the skills which those in the businesses of radio, television, print, public relations, photography, advertising, graphic design and new media demand of incoming professionals. Our placement rate of our graduates in media related jobs has been twice the national average since 1979. These placements are a result of a strong, professional faculty; a department that houses impressive technical tools and equipment; a curriculum designed to be constantly in sync with market forces; and the internship/work experience requirements of all majors in the Department of Mass Media.

Below is a partial listing of internship/work experience locations in the tri-state region:

The Sioux City Journal
LeMars Daily Sentinel
Mercy Medical Center of Sioux City
Terra Industries
KWIT-FM (NPR)
KSCJ/KSUX
KMEG-TV (CBS)
Prince Manufacturing

The South Sioux City Star
Gateway
St. Luke's Regional Medical Center
Dakota Dunes Corp.
Clear Channel Radio
KCAU-TV (ABC)
KTIV-TV (NBC)
KPTH-TV (FOX)

Briar Cliff University internships also exist in larger markets; e.g., majors may complete fall senior internships in Chicago through the Chicago Metro Center program or summer internships in Washington, D.C. through the Washington Center Internship Program. Credits have also been given for workshops and internships in Hollywood and London. Specific information may be obtained from the department coordinator.

The Curriculum

Graphic Design

Bachelor of Arts, Minor

Department Philosophy

The mission of the Department of Mass Media is to prepare competent, well-trained, and liberally educated men and women in the converging field of graphic design. Students will gain knowledge through theory, practical, and applied learning which will provide the valuable education and experience needed for a career in this challenging field.

The Department of Mass Media offers programs in which students seriously interested in the wide and varied careers in communication can become personally involved by working with and learning from people both inside and outside the profession. The faculty in the department are aware of the skills, which those in the businesses of radio, television, print, public relations, photography, advertising, graphic design and new media demand of incoming professionals in a converging industry.

The Briar Cliff University major in Graphic Design integrates the traditional mass media education with design and production skills for the field of Graphic Design. The program includes typography, drawing, history, design theory, and design production. This interdisciplinary program will produce educated and well-trained men and women in a liberal arts tradition. Students will gain a solid understanding of the capabilities of new technology and learn to create and design information for the complex global community in which we live.

All Graphic Design majors must complete a minimum of three credit hours of internship/work experience at an approved Graphic Design site. It is strongly recommended that a student majoring in Graphic Design obtain at least a minor in one of the following disciplines: Art, Business Administration, New Media, Mass Communication or Writing.

Student Learning Outcomes

Students who complete the graphic design major at Briar Cliff University will obtain:

Knowledge: Information and Theoretical Concepts:

- Interpret the role the media and how it has affected society from a historical perspective.
- Demonstrate an understanding of the profession within the context of convergence.
- Have knowledge of theories and concepts prevalent in the field.
- Understand the broad history of the visual arts and visual communications.
- Define graphic design.
- Become familiar with design precedents.

Ethical, Legal, and Social Responsibility

- Be familiar with important legal issues that face the field of mass communication.
- Develop personal values based upon ethical standards.
- Recognize ethical dilemmas that face mass media professionals.
- Recognize the power of the media and its effects on society.

Writing for the Communication Field

- Demonstrate proficiency in the various writing styles appropriate for the communication professions.
- Demonstrate the ability to write and edit articles for publication.
- Critically evaluate written and oral presentations for style and content.

Visual Communication

- Interpret, create, and disseminate visual information.
- Be able to draw still life and the figure.
- Be able to design two and or three dimensional compositions.

Electronic Applications

Obtain and demonstrate the skill necessary to use technologies appropriate to the field.
Plan, create, and complete projects using electronic media.

Applied Learning

Apply the knowledge and skills appropriate in the communication field.
Demonstrate skills needed for an entry-level position in the profession.

Research in Mass Communication

Understand, analyze, and evaluate research.
Demonstrate an understanding of research methods.

Requirements for the Bachelor of Arts Degree in Graphic Design (58 credits)

ART 110 Drawing (3)
ART 111 Design (3)
ART 112 The Visual Arts: An Introduction (3) **or** MCOM 220 Visual Communications (3)
ART 117 Art History Contemporary Art (3)
MCOM 101 Introduction to Mass Communication (3)
MCOM 200 Newswriting I (3)
MCOM 216 Basic Photography - Digital (3)
GDES 203 History of Graphic Design (3)
GDES 224 Typography (3)
MCOM 225 Graphic Communications (3)
GDES 230 Information Graphics (1)
WRTG 225 Organizational Communications (3)
MCOM 300 Legal and Ethical issues in the Media (3)
NEWM 325 Website Production (4)
GDES 325 Graphic Design Production I (3)
GDES 330 Package Design (1)
GDES 335 Graphic Design Production II (3)
GDES 385 Digital Books (3)
GDES 400 Senior Exhibition (1)
MCOM 440 Research in Mass Communications (2)
MCOM 445 Portfolio (1)
GDES 490 Internship (3)

Minor Requirement: Six courses approved by the department chairperson of which two must be at the 300-level courses.

Faculty

Mr. Michael Crowley, Associate Professor and Chairperson, The department of Mass Media

Ms. Laurie Johns, Instructor of Graphic Design

Mr. Bruce Miller, Adjunct Instructor

Mr. Bill Welu, Professor of Art

Ms. Judy Welu, Associate Professor of Art

Four-Year Plan For Graphic Design

	Fall Term	Winter Term	Spring Term
First Year	LIBA 100 Art 110 Drawing Foundation Course	Foundation Course ART 111 Design MCOM 101 Intro to MCOM	Foundation Course Foundation Course GDES 203 His. Of GDES
Second Year	ART 117 Art History MCOM 225 Graphic Com MCOM 200 Newswriting	GDES 224 Typography MCOM 216 Photography Foundation Course	MCOM 220 Vis. Comm. Foundation Course Foundation Course
Third Year	NEWM 325 Website Prod. WRTG 225 Org. Comm. Foundation/Elective	GDES 325 Production I Foundation/Elective Foundation/Elective	GDES 325 Production II MCOM 300 Legal & Ethical Foundation/Elective
Fourth Year	Foundation/Elective Elective Elective	MCOM 440 Research MCOM 445 Portfolio GDES 385 Digital Books	GDES 400 Sr. Exhibit LIBA 410 GDES 490 Internship (any term)

Graphic Design Course Descriptions

ART 110 Drawing (3 sem. hrs.)

Learning to see form through drawing: an exploration of natural and synthetic form. Open to all students. No prerequisite.

Art 111 Design (3 sem hrs.)

Design is an introductory course in the principles of color and composition that requires no previous drawing or artistic ability: open to all students. Projects will include 2 and 3-dimensional organization. Studio activity will concentrate on collage as a method to produce the assignments. The design projects will progress from basic exercises to complete compositions. This course prepares the foundation for students interested in painting, sculpture, architecture, applied and graphic design. No prerequisites.

ART 112 The Visual Arts: an Introduction (3 sem. hrs.)

This course introduces the student to the fundamental principles needed to develop a basic understanding of creative, structural and expressive dimensions of visual art. It is an exploration of the theories, media, and historical context that has informed artist. No prerequisites.

MCOM 101 Introduction to Mass Communications (3 sem. hrs.)

Overview of mass media and their respective social, psychological, international, political, legal and cultural impacts, including: communications law, cable television and satellite broadcasting. Prerequisite for all other course work in this major or minor.

Art 117 Art History: Contemporary Art

This historical survey of contemporary and avant-garde art introduces the student to Modernism; a time of radical changes and innovations in a rapid sequence of movements. Formalism and expressionism exist in the complex development of Abstract Expressionism with Willem deKooning and Jackson Pollock to the severe reductivism of Ad Reinhardt and the minimalist forms of Donald Judd. Andy Warhol shapes the Pop Art of the 1960's and ushers in the radical changes of the Post-Modernist avantgarde. No prerequisite.

MCOM 200 Newswriting I (3 sem. hrs.)

Instruction in basic skills for writing in print journalism. Includes news values, writing leads, rewrites and follow-ups, writing simple, complex and special story types. Students may be expected to submit publishable stories to the campus newspaper or other campus publications. All freshmen are strongly advised to take WRTG 159 before beginning the print sequence.

GDES 203 The History of Graphic Design (3 sem. hrs.)

As a graphic designer, it's important to be able to envision yourself and your work in the context of history. This course covers the history of visual communication (beginning with the Victorian period) with an emphasis on developments in graphic design and typography during the 20th century. You will learn how graphic design developed from various technical innovations to form a part of art history, cultural history and world history. You will gain an understanding of how design, specifically graphic design, has been defined as an art form and as a profession. You will study many prominent designers and learn to identify some of their most important works. Slide lectures are given throughout.

MCOM 216 Basic Photography – Digital (3 sem. hrs.)

Introduction to digital photography. Material covered includes operation of 35mm professional digital camera including aperture, shutter and depth of field in manual control. Camera handling and care lighting, composition, visual communication, and photographic history. Extensive digital darkroom (IMC) work using Photoshop software application is required. Lab fee includes camera rental fee.

MCOM 220 Visual Communications (3 sem. hrs.)

Study of the graphic revolution and "image" as a powerful instrument of communication in society. Investigation of the pseudo-event, propaganda, public opinion, and man's insatiable appetite for information. All forms of visual media (print, TV, advertising, digital, cinema, computer and the internet) will be analyzed for obvious and hidden messages and their effects.

GDES 224 Typography (3 sem. hrs.)

The history, terminology and design components of typography will be explored through lecture and studio exercises.

MCOM 225 Graphic Communications (3 sem. hrs.)

An introduction to the process of graphic arts production with emphasis on the various methods and techniques translating ideas and information to print material. The primary focus will be on production, layout and typography as they apply to print media, advertising and public relations. Newspaper, magazine and newsletter formats are discussed. Prerequisite: MCOM 220

GDES 230 Information Graphics (1 sem. hr.)

Explores the use of graphics to inform readers and or viewers of visual information. Students will gain experience in researching design and creation explanatory charts, maps, diagrams and other forms of information graphics. Computer technology is an essential tool in this process.

WRTG 225 Organizational Communications (3 sem. hrs.)

Practice and presentation of resumes, letters, reports, short speeches and other areas of functional communication. Not open to first-year students. Prerequisite: WRTG 109 or equivalent skill.

MCOM 300 Legal and Ethical issues in Mass Media (3 sem. hrs.)

Study and discussion of ethical and moral considerations among journalists, acceptable actions by staff and management, as well as, discussion of the grey areas of media responsibility. The course will also include legal issues such as constitutional and statutory law and the regulating agencies which affect the media. Student is required to participate in a community field service assignment. (Completion of the general education ethical foundation is required before beginning this course.) Prerequisites: MCOM 101, MCOM 200, MCOM 220.

NEWM 325 Website Production (4 sem. hrs)

The technological, aesthetic, and ethical phases of New Media will be examined. Student will use various software and hardware tools to create projects. This course will expose students to a variety of print and electronic publications (web, brochure, newsletter, newspaper, magazine are just a few). Students will strengthen their computer skills for a changing technological society. This course includes lecture and extensive lab production work. Prerequisites: MCOM 200, MCOM 215, MCOM 225

GDES 325 Graphic Design Production I (3 sem. hrs.)

This course will introduce the students to the techniques, processes, terminology, and basic compositional and conceptual skills of the graphic designer. The course stresses three main objectives: craftsmanship, composition and concept. Craftsmanship includes tools and materials and how to use them, with a heavy emphasis on precision and presentation. Composition builds upon the principles covered in Design, Typography and Graphic Communications and stresses the gestalt principles of visual perception as a foundation for understanding compositional problems. Conceptually the course covers design as a form of aesthetic expression and as a means of effective communication. The student is asked to solve problems using conventional as well as more experimental methods. Graphic design is a very demanding and competitive profession, but for those who truly love it, the demands are well worth meeting and the rewards go beyond financial. Students are expected to commit themselves and to work hard, every day, not just for better grades but for the enjoyment that the work brings and the growth that comes with it. GDES 224, MCOM 225.

GDES 335 Graphic Design Production II (3 sem. hrs.)

A continuation of GDES 325. Prerequisite: GDES 325

GDES 330 Package Design (1 sem. hr.)

This course will introduce the students to the techniques and processes associated with package design. The course stresses three main objectives: craftsmanship, composition and concept. Craftsmanship includes tools and materials and how to use them, with a heavy emphasis on precision and presentation. Composition builds upon the principles covered in Design, Typography, Production and Graphic Communications and stresses the gestalt principles of visual perception as a foundation for understanding compositional problems. Conceptually the course covers design as a form of aesthetic expression and as a means of effective package design and communication. The student is asked to solve problems using conventional as well as more experimental methods.

GDES 385 Digital Books (3 sem. hrs.)

This course is designed for students to gain knowledge of book design and production. It explores book design as it relates to students and professionals wishing to document or catalogue personal art work. Since the course is focused on the printed page and in enhancing the delivery of any visual information, its potential applications include a full spectrum of possibilities. This course can provide groundwork for continued studies and careers in digital photography and book design.

GDES 400 Senior Exhibition (1 sem. hr.)

Students will plan and prepare for a comprehensive exhibit that demonstrates the student's success in the program. Students will participate in the installation, promotion, and all facets of a gallery exhibit.

MCOM 440 Research in Mass Media (2 sem. hrs.)

Individual exploration of a research topic in mass communication. Student will analyze and evaluate research and development an understanding of research as it relates of the field of mass communication. Prerequisite: Senior level status

MCOM 445 Senior Portfolio (1 sem. hr.)

Students will create an electronic portfolio showing evidence of achieving discipline outcomes. Prerequisite: Senior level status

MCOM 490 Internship/work experience (3 sem. hrs)

On-site work experience in media-related fields. Course offers both practical and professional experience. Minimum of 150 working hours for each. Prerequisite: Permission of the department chairperson is required.

GDES 71 Magazine Production (1sem. hr.)

This is an elective course in conjunction with writing (WRTG) 80/6IR, students will read, compile, design, layout, edit and proofread a literary magazine. In addition to layout for the Briar Cliff Review, students will be designing and constructing a publication that features their own creative work. Prerequisites: Permission of the instructor

MASS COMMUNICATION

Bachelor of Arts, Minor

Department Philosophy

The mission of the Department of Mass Media is to prepare competent, well-trained, and liberally educated men and women in the converging field of mass media. Students will gain knowledge through theory, practical, and applied learning which will provide the valuable education and experience needed for a career in this challenging field.

The Department of Mass Media offers programs in which students seriously interested in the wide and varied careers in communication can become personally involved by working with and learning from people both inside and outside the profession. The faculty in the department are aware of the skills, which those in the businesses of radio, television, print, public relations, photography, advertising, graphic design and new media demand of incoming professionals in a converging industry.

The Mass Communication curriculum is designed to whet your appetite by enabling you to enroll as a freshman in a series of beginning-level courses: Introduction to Mass Communication, Visual Communication, and the KLIF practicum. We then begin to shape your writing skills. As a sophomore, you will enter our newswriting sequence (print and broadcast). At the beginning of your junior year, now that you have mastered the art of writing, you enter the advanced level coursework in media ethics and law, computer graphic design, and video production.

By the end of your junior year, as a pre-professional, you are ready for courses that are more advanced and internships. By the time of your graduation, you will have the beginnings of an impressive résumé, a media portfolio and practical experience in the field. Upon graduation, you will have the basic tools, talent and experience necessary to be highly competitive for the many entry-level media slots.

Student Learning Outcomes

Students who complete the mass communication major at Briar Cliff University will obtain:

Knowledge: Information and Theoretical Concepts:

Interpret the role the media and how it has affected society from a historical perspective.
Demonstrate an understanding of the profession within the context of convergence.
Have knowledge of theories and concepts prevalent in the field.

Ethical, Legal, and Social Responsibility

Be familiar with important legal issues that face the field of mass communication.
Develop personal values based upon ethical standards.
Recognize ethical dilemmas that face mass media professionals.
Recognize the power of the media and its effects on society.

Writing for the Communication Field

Demonstrate proficiency in the various writing styles appropriate for the communication professions.
Demonstrate the ability to write and edit articles for publication.
Critically evaluate written and oral presentations for style and content.

Visual Communication

Interpret, create, and disseminate visual information.

Electronic Applications

Obtain and demonstrate the skill necessary to use technologies appropriate to the field.
Plan, create, and complete projects using electronic media.

Applied Learning

Apply the knowledge and skills appropriate in the communication field.
Demonstrate skills needed for an entry-level position in the profession.

Research in Mass Communication

Understand, analyze, and evaluate research.
Demonstrate an understanding of research methods.

Requirements for the Bachelor of Arts Degree in Mass Communication (54 credits)

MCOM 101 Introduction to Mass Communication (3)
MCOM 200 Newswriting I (3)
MCOM 201 Newswriting II (3)
MCOM 216 Basic Photography (3)
MCOM 220 Visual Communication (3)
MCOM 225 Graphic Communication (3)
MCOM 300 Ethical and Legal issues in Mass Media (3)
MCOM 307 Public Relations (3)
MCOM 331 Broadcast Writing and Production (3)*
MCOM 312 Advance Newswriting and Copy Editing (3)
MCOM 332 Television Production (3)**
MCOM 315 Advanced Video Production (3)
NEWM 325 Web site Production (4)
MCOM 440 Research in Mass Media (2)
MCOM 445 Senior Portfolio (1)
MCOM 490 Internships/Work Experiences (3)
One of the three following courses:
MCOM 310 Color Photojournalism (3)
MCOM 315 Digital Video Production (3)
NEWM 420 Digital Storytelling (3)

Practicum

All students will take MCOM 31, 32, 33, 51, and 61

MCOM 31 Cliff News Practicum I (1)
MCOM 32 Cliff News Practicum II (1)
MCOM 33 Cliff News Practicum III (1)
MCOM 51 KLIF Radio Practicum I (1)
MCOM 52 KLIF Radio Practicum II (1)
MCOM 53 KLIF Radio Practicum III (1)
MCOM 61 KLIF TV Practicum I (1)
MCOM 62 KLIF TV Practicum II (1)
MCOM 63 KLIF TV Practicum III (1)

* Must also concurrently take MCOM 51 KLIF Radio Practicum I (1)

** Must also concurrently take MCOM 61 KLIF TV Practicum I (1)

Minor Requirement: Six courses approved by the department chairperson of which two must be at the 300-level courses.

Faculty

Mr. Michael Crowley, Associate Professor of Mass Media and Chairperson
Ms. Laurie Johns, Instructor of Graphic Design
Ms. Kim McDonough, Instructor of Broadcast Media
Mr. Bob Corio, Adjunct Instructor
Mr. Bruce Miller, Adjunct Instructor

Four-Year Plan For Mass Communications

	Fall Term	Winter Term	Spring Term
First Year	LIBA 100 MCOM 101 Intro to MCOM Foundation Course	Foundation Course Foundation Course Foundation Course	WRTG 109 or 159 Foundation Course MCOM 220 Visual Comm.
Second Year	MCOM 200 Newswriting MCOM 225 Graphic Com MCOM 216 Photography	MCOM 200 Newswriting II Foundation Course Foundation Course	MCOM 312 Adv Newswriting Foundation Course Foundation Course
Third Year	NEWM 325 Website Prod. MCOM 331 Broadcast Writing MCOM 051 Radio Practicum MCOM 031 Cliff News Foundation/Elective	MCOM 332 TV Production MCOM 061 TV Practicum MCOM 032 Cliff News Foundation/Elective Foundation/Elective	MCOM 307 Public Relations MCOM 300 Legal & Ethical MCOM 033 Cliff News MCOM 310 or 315 or NEWM 420
Fourth Year	Foundation/Elective Elective Elective	MCOM 440 Research MCOM 445 Portfolio Elective	LIBA 410 Elective MCOM 490 Internship (any term)

Mass Communications Course Descriptions

MCOM 101 Introduction to Mass Communications (3 sem. hrs.)

Overview of mass media and their respective social, psychological, international, political, legal and cultural impacts, including: communications law, cable television and satellite broadcasting. Prerequisite for all other course work in this major or minor.

MCOM 200 Newswriting I (3 sem. hrs.)

Instruction in basic skills for writing in print journalism. Includes news values, writing leads, rewrites and follow-ups, writing simple, complex and special story types. Students may be expected to submit publishable stories to the campus newspaper or other campus publications. All freshmen are strongly advised to take WRTG 159 before beginning the print sequence.

MCOM 201 Newswriting II (3 sem. hrs.)

Interview techniques, using background and sources. Hard news, features and long stories. Students must produce publishable stories for campus or off-campus publications.
Prerequisite: MCOM 200

MCOM 216 Basic Photography – Digital (3 sem. hrs.)

Introduction to digital photography. Material covered includes operation of 35mm professional digital camera including aperture, shutter and depth of field in manual control. Camera handling and care lighting, composition, visual communication, and photographic history. Extensive digital darkroom (IMC) work using Photoshop software application is required. Lab fee includes camera rental fee.

MCOM 220 Visual Communications (3 sem. hrs.)

Study of the graphic revolution and "image" as a powerful instrument of communication in society. Investigation of the pseudo-event, propaganda, public opinion, and man's insatiable appetite for information. All forms of visual media (print, TV, advertising, digital, cinema, computer and the internet) will be analyzed for obvious and hidden messages and their effects.

MCOM 225 Graphic Communications (3 sem. hrs.)

An introduction to the process of graphic arts production with emphasis on the various methods and techniques translating ideas and information to print material. The primary focus will be on production,

layout and typography as they apply to print media, advertising and public relations. Newspaper, magazine and newsletter formats are discussed. Prerequisite: MCOM 220

MCOM 300 Media Ethics (3 sem. hrs.)

Study and discussion of ethical and moral considerations among journalists, acceptable actions by staff and management, as well as, discussion of the grey areas of media responsibility. The course will also include legal issues such as constitutional and statutory law and the regulating agencies which affect the media. Student is required to participate in a community field service assignment. (Completion of the general education ethical foundation is required before beginning this course.) Prerequisites: MCOM 101, MCOM 200, MCOM 220.

MCOM 307 Public Relations (3 sem. hrs.)

This course is a general overview of the field of public relations-how it functions in organizations and in society. The course proceeds from the perspective that public relations is a communication management function through which organizations adapt to, alter, or maintain their environment in order to achieve organizational goal. The course addresses how public relations is used to improve productivity for business, government, and not for profit organizations; how organizations can more effectively respond to regulatory initiatives and organization wide strategic planning. Prerequisites: For MCOM, GDES and NEWM majors: MCOM 101, MCOM 201

MCOM 310 Photojournalism (3 sem. hrs.)

In depth study of photojournalism that includes assignment on deadline for all categories of photojournalism. Course includes individual assignments as well as photo essays and projects Study of master photographers, and photojournalists is included. The Impact of photography as an information/communication tool, legal and ethical issues are discussed. Prerequisite: MCOM 215, MCOM 225

MCOM 312 Advance Newswriting and Copyediting (3 sem. hrs.)

Advance newswriting and copyediting for print media, covering local government, beats reporters, multipart in-depth stories, ethics and the law. Course includes intensive copyediting, headline writing, use of computer-assisted reporting techniques and news preparation. Prerequisite MCOM 201

MCOM 331 Broadcast Writing (3 sem. hrs.)

Principles of scriptwriting for radio and television. Broadcast voice development interviewing and production. use of actualities, tape editing and splicing. Extensive use of KLIF radio air shift and attendance at KLIF staff meetings required. MCOM 101, MCOM 200

MCOM 332 Television Production (4 sem. hrs.)

Instruction and workshop in television broadcast news and public affairs production. Instruction in studio direction, production, audio, switcher and camera work. A minimum C grade must be achieved. Prerequisite: MCOM 311.

MCOM 315 Advanced Video Production (3 sem. hrs.)

Hands-on instruction in non-linear, digital video editing and field video production. Students will produce newscasts and/or individual video projects. This course uses a Macintosh-based non-linear digital editing system. Prerequisite: MCOM 314

NEWM 325 Website Production (4 sem. hrs)

The technological, aesthetic, and ethical phases of New Media will be examined. Student will use various software and hardware tools to create projects. This course will expose students to a variety of print and electronic publications (web, brochure, newsletter, newspaper, magazine are just a few). Students will strengthen their computer skills for a changing technological society. This course includes lecture and extensive lab production work. MCOM 200, MCOM 215, MCOM 225

NEWM 420 Digital Storytelling (3 sem. hrs.)

Combining the ancient art of storytelling and today's technological advances students will gain hands on experience in digital storytelling. Students will focus on creating a multi-sensory message by examining the use of the written word, spoken word and visual imagery. Stories will move from concept, planning, production, to distribution. Prerequisite MCOM 325

MCOM 440 Research in Mass Media (2 sem. hrs.)

Individual exploration of a research topic in mass communication. Student will analyze and evaluate research and development an understanding of research as it relates of the field of mass communication. Prerequisite: Senior level status

MCOM 445 Senior Portfolio (1 sem. hr.)

Students will create an electronic portfolio showing evidence of achieving discipline outcomes. Prerequisite: Senior level status

MCOM 490 Internship/work experience (3 sem. hrs)

On-site work experience in media-related fields. Course offers both practical and professional experience. Minimum of 150 working hours for each. Prerequisite: Permission of the department chairperson is required.

Practicum

MCOM 31, 32 and 33 Cliff News Practicum I, II, III (1 sem. hr ea)

Students will gain experience in writing for a newspaper on deadline. Students will write news, feature, sports and editorial articles. This practical experience will also include a variety of duties in non-reporting areas will help to create a well-rounded journalist.

MCOM 51, 52 and 53 KLIF Radio Practicum I, II, III (1 sem. hr ea)

Students will gain experience in writing, announcing, and production for on-air radio. This practical experience can also include on-air shifts, documentation, evaluation of music, remote broadcasts, and programming.

MCOM 61 KLIF TV Practicum I, II, III I (1 sem. hr ea)

Students will gain experience in TV production. This practical experience can also include writing, editing, producing, post-production, and on-air experiences.

NEW MEDIA

Bachelor of Arts, Minor

Department Philosophy

The mission of the Department of Mass Media is to prepare competent, well-trained, and liberally educated men and women in the converging field of mass media. Students will gain knowledge through theory, practical, and applied learning which will provide the valuable education and experience needed for a career in this challenging field.

The Department of Mass Media offers programs in which students seriously interested in the wide and varied careers in communication can become personally involved by working with and learning from people both inside and outside the profession. The faculty in the department are aware of the skills, which those in the businesses of radio, television, print, public relations, photography, advertising, graphic design and new media demand of incoming professionals in a converging industry.

The Briar Cliff University major in new media integrates the traditional mass media education with design and production skills for the emerging field of new media. The program includes digital photography, digital video editing along with multimedia, website, and CD-ROM production. This interdisciplinary program will produce educated and well-trained men and women in a liberal arts tradition. Students will gain a solid understanding of the capabilities of new technology and learn to create and design information for the complex global community in which we live. All new media majors must complete a minimum of three credit hours of internship/work experience at an approved new media site. It is encouraged that students majoring in new media obtain at least a minor in one of the following disciplines: Art, Business Administration, Computer Information Systems, Management Information Systems or Writing.

Student Learning Outcomes

Students who complete the new media major at Briar Cliff University will obtain:

Knowledge: Information and Theoretical Concepts:

Interpret the role the media and how it has affected society from a historical perspective.
Demonstrate an understanding of the profession within the context of convergence.
Have knowledge of theories and concepts prevalent in the field.
Demonstrate innovation and creative problem solving
Describe the infrastructure of the Internet and World Wide Web

Ethical, Legal, and Social Responsibility

Be familiar with important legal issues that face the field of mass communication.
Develop personal values based upon ethical standards.
Recognize ethical dilemmas that face mass media professionals.
Recognize the power of the media and its effects on society.

Writing for the Communication Field

Demonstrate proficiency in the various writing styles appropriate for the communication professions.
Demonstrate the ability to write and edit articles for publication.
Critically evaluate written and oral presentations for style and content.

Visual Communication

Interpret, create, and disseminate visual information.
Draw still life and the figure

Electronic Applications

Obtain and demonstrate the skill necessary to use technologies appropriate to the field.
Plan, create, and complete projects using electronic media.

Applied Learning

Apply the knowledge and skills appropriate in the communication field.
Demonstrate skills needed for an entry-level position in the profession.

Research in Mass Communication

Understand, analyze, and evaluate research.
Demonstrate an understanding of research methods.

Requirements for the Bachelor of Arts Degree in New Media (58 credits)

MCOM 101 Introduction to Mass Communications (3)
ART 111 Design (3)
MCOM 200 Newswriting I (3)
MCOM 216 Basic Photography – Digital (3)
MCOM 220 Visual Communications (3)
BUAD 225 Principles of Management (3)
MCOM 225 Graphic Communications (3)
WRTG 225 Organizational Communications (3)
BUAD 274 e-Business (3) **or**
MCOM 307 Public Relations (3)
MCOM 300 Ethical and Legal Issues in Mass Media (3)
MCOM 331 Broadcast Writing (3)*
NEWM 315 Digital Video (3)
NEWM 325 Website Production (4)
NEWM 345 Interactive Web Development (3) **
NEWM 420 Digital Storytelling (3) **
NEWM 425 Advance Multimedia Production (3) **
MCOM 440 Research in Mass Media (2)
MCOM 445 Senior Portfolio (1)
NEWM 490 Internship (3)

MCOM 51 KLIF Practicum I (1)*
MCOM 31 CN Practicum I (1)
MCOM 32 CN Practicum I (1)

*Must be taken at the same time

** Taught every other year

Minor Requirement: Six courses approved by the department chairperson of which two must be at the 300-level courses.

Faculty

Mr. Michael Crowley, Associate Professor of Mass Media and Chairperson

Ms. Laurie Johns, Instructor of Graphic Design

Ms. Kim McDonough, Instructor of Broadcast Media

Mr. Bob Corio, Adjunct Instructor

Mr. Bruce Miller, Adjunct Instructor

Mr. Phill Hey, Professor of Writing

Dr. Judy Thompson, Associate Professor of Business Administration

Mr. Bill Welu, Professor of Art

Four-Year Plan For New Media

	Fall Term	Winter Term	Spring Term
First Year	LIBA 100 MCOM 101 Into to MCOM Foundation Course	ART 111 Design Foundation Course Foundation Course	MCOM 220 Visual Comm. Foundation Course Foundation Course
Second Year	MCOM 216 Photography MCOM 225 Graphic Com MCOM 200 Newswriting	BUAD 274 e-Business Foundation Course Foundation Course	BUAD 225 Management Foundation Course Foundation Course
Third Year	NEWM 325 Website Prod. WRTG 225 Org. Comm. MCOM 331 Broadcast Wrtg MCOM 051 Radio Pract.	GDES 325 Production I NEWM 345 Interactive Web Foundation/Elective	MCOM 307 Public Relations MCOM 300 Legal & Ethical NEWM 420 Digital Storytelling
Fourth Year	Foundation/Elective Elective Elective	MCOM 440 Research MCOM 445 Portfolio GDES 490 Internship (any term)	NEWM 315 Digital Video NEWM 425 Adv. Multimedia LIBA 410

New Media Course Descriptions

MCOM 101 Introduction to Mass Communication (3 sem. hrs.)

Overview of mass media and their respective social, psychological, international, political, legal and cultural impacts, including: communications law, cable television and satellite broadcasting. Prerequisite for all other course work in this major or minor.

Art 111 Design (3 sem hrs.)

Design is an introductory course in the principles of color and composition that requires no previous drawing or artistic ability: open to all students. Projects will include 2 and 3-dimensional organization. Studio activity will concentrate on collage as a method to produce the assignments. The design projects will progress from basic exercises to complete compositions. This course prepares the foundation for students interested in painting, sculpture, architecture, applied and graphic design.

MCOM 200 Newswriting I (3 sem. hrs.)

Instruction in basic skills for writing in print journalism. Includes news values, writing leads, rewrites and follow-ups, writing simple, complex and special story types. Students may be expected to submit publishable stories to the campus newspaper or other campus publications. All freshman are strongly advised to take WRTG 159 before beginning the print sequence. 1

MCOM 201 Newswriting II (3 sem. hrs.)

Interview techniques, using background and sources. Hard news, features and long stories. Students must produce publishable stories for campus or off-campus publications.
Prerequisite: MCOM 200

MCOM 216 Basic Photography – Digital (3 sem. hrs.)

Introduction to digital photography. Material covered includes operation of 35mm professional digital camera including aperture, shutter and depth of field in manual control. Camera handling and care lighting, composition, visual communication, and photographic history. Extensive digital darkroom (IMC) work using Photoshop software application is required. Lab fee includes camera rental fee.

MCOM 220 Visual Communications (3 sem. hrs.)

Study of the graphic revolution and "image" as a powerful instrument of communication in society.

Investigation of the pseudo-event, propaganda, public opinion, and man's insatiable appetite for information. All forms of visual media (print, TV, advertising, digital, cinema, computer and the internet) will be analyzed for obvious and hidden messages and their effects.

BUAD 225 Principles of Management (3 sem. hrs.)

A study of the concepts, principles, and philosophy of management. The four functions of management - planning, organizing, leading and controlling — are examined with respect to various management styles.

MCOM 225 Graphic Communications (3 sem. hrs.)

An introduction to the process of graphic arts production with emphasis on the various methods and techniques translating ideas and information to print material. The primary focus will be on production, layout and typography as they apply to print media, advertising and public relations. Newspaper, magazine and newsletter formats are discussed. Prerequisite: MCOM 220

WRTG 225 Organizational Communications (3 sem. hrs.)

Practice and presentation of resumes, letters, reports, short speeches and other areas of functional communication. Not open to first-year students. Prerequisite: WRTG 109 or equivalent skill.

BUAD 224 e-Business (3 sem. hrs.)

This course examines the influence of the Internet on business. E-commerce (buying and selling electronically), providing services to customers, internal collaboration, and cooperation with business partners are researched and discussed. This class will take a managerial approach rather than a technical one.

MCOM 300 Media Ethics (3 sem. hrs.)

Study and discussion of ethical and moral considerations among journalists, acceptable actions by staff and management, as well as, discussion of the grey areas of media responsibility. The course will also include legal issues such as constitutional and statutory law and the regulating agencies which affect the media. Student is required to participate in a community field service assignment. (Completion of the general education ethical foundation is required before beginning this course.) Prerequisites: MCOM 101, MCOM 200, MCOM 220.

MCOM 307 Public Relations (3 sem. hrs.)

This course is a general overview of the field of public relations-how it functions in organizations and in society. The course proceeds from the perspective that public relations is a communication management function through which organizations adapt to, alter, or maintain their environment in order to achieve organizational goal. The course addresses how public relations is used to improve productivity for business, government, and not for profit organizations; how organizations can more effectively respond to regulatory initiatives and organization wide strategic planning. Prerequisites: For MCOM, GDES and NEWM majors: MCOM 101, MCOM 201

MCOM 312 Advance Newswriting and Copyediting (3 sem. hrs.)

Advance newswriting and copyediting for print media, covering local government, beats reporters, multipart in-depth stories, ethics and the law. Course includes intensive copyediting, headline writing, use of computer-assisted reporting techniques and news preparation. Prerequisite MCOM 201

MCOM 315 Advanced Video Production (3 sem. hrs.)

Hands-on instruction in non-linear, digital video editing and field video production. Students will produce newscasts and/or individual video projects. This course uses a Macintosh-based non-linear digital editing system. Prerequisite:

NEWM 325 Website Production (4 sem. hrs.)

The technological, aesthetic, and ethical phases of New Media will be examined. Student will use various software and hardware tools to create projects. This course will expose students to a variety of print and electronic publications (web, brochure, newsletter, newspaper, magazine are just a few). Students will

strengthen their computer skills for a changing technological society. This course includes lecture and extensive lab production work. MCOM 200, MCOM 215, MCOM 225

MCOM 331 Broadcast Writing (3 sem. hrs.)

Principles of scriptwriting for radio and television. Broadcast voice development interviewing and production, use of actualities, tape editing and splicing. Extensive use of KLIF radio air shift and attendance at KLIF staff meetings required. MCOM 101, MCOM 200

NEWM 345 Interactive Web Design (3 sem. hrs.)

Student will plan and deliver web content regardless of media type for targeted audiences. Students will acquire the skills of basic animation, drawing, painting, working with text, sound, and special effects. Students will be exposed to the computer language of Actionscripting. Prerequisite MCOM 325

NEWM 420 Digital Storytelling (3 sem. hrs.)

Combining the ancient art of storytelling and today's technological advances students will gain hands on experience in digital storytelling. Students will focus on creating a multi-sensory message by examining the use of the written word, spoken word and visual imagery. Stories will move from concept, planning, production, to distribution. Prerequisite MCOM 325

NEWM 425 Advance Multimedia Production (3 sem. hrs.)

Individual work in multimedia production. Students will submit a proposal for an individual multimedia project. Once approved student will research, plan, design and produce the project independently. NEWM 345

MCOM 440 Research in Mass Media (2 sem. hrs.)

Individual exploration of a research topic in mass communication. Student will analyze and evaluate research and development an understanding of research as it relates of the field of mass communication. Prerequisite: Senior level status

MCOM 445 Senior Portfolio (1 sem. hr.)

Students will create an electronic portfolio showing evidence of achieving discipline outcomes. Prerequisite: Senior level status

MCOM 490 Internship/work experience (3 sem. hrs.)

On-site work experience in media-related fields. Course offers both practical and professional experience. Minimum of 150 working hours for each. Prerequisite: Permission of the department chairperson is required.

Practicum

MCOM 31 and 32 Cliff News Practicum I, II (1 sem. hr. ea.)

Students will gain experience in writing for a newspaper on deadline. Students will write news, feature, sports and editorial articles. This practical experience will also include a variety of duties in non-reporting areas will help to create a well-rounded journalist.

MCOM 51, KLIF Radio Practicum I, II, III (1 sem. hr. ea.)

Students will gain experience in writing, announcing, and production for on-air radio. This practical experience can also include on-air shifts, documentation, evaluation of music, remote broadcasts, and programming.

Other Requirement For All Programs

Speech Requirement:

All majors in The Department of Mass Communications will be assessed on an on-going basis for speech competency in their classes. Any student receiving less than a C grade in cumulative speech competency evaluations will be required to enroll in an appropriate speech class, usually Voice and Diction

Computer Requirement:

The student majoring in Mass Communications will be expected to be proficient on the computer. Students may achieve this level by successfully completing any number of computer instructions courses or by demonstrating the appropriate of skill.

Developmental Skills:

The English and Education Departments provide an opportunity for students to improve reading, writing and grammar skills. The college provides skills assessment and offers credit courses designed to respond to the needs of students in these three skills areas. The department faculty or the Freshman Writing Assessment scores may require a student to register for one or more developmental mini-courses.

Print and Broadcast Writing Assessment Requirement:

At the end of the MCOM 201 and MCOM 311 classes, all majors will be required to undergo a writing assessment. All stories will be keyboarded under deadline. These stories will be independently graded by the department faculty.

If it is determined that a student has not reached and maintained an acceptable level of writing competency according to department standards, the student will be required to complete some writing proficiency requirement approved by the department.

A Four-Step Screening Process

During the years of study in The Department of Mass Media, four student screenings will take place. The purpose of these screenings is to insure that you and the department are kept abreast of your progress in this major. These screenings help us and you to take the necessary steps to insure your success. You are neither spoon-fed nor left out in the cold. Learning and guidance are a nurturing process. These steps will give you the confidence of knowing where you are at various points along the road toward a successful career in communications.

1. First screening: This screening is completed by the department coordinator when the Advising Office or freshman advisor passes along your academic file to the department. After assessment the department may make suggestions to you regarding your academic status and will assign an advisor. You will be notified in writing or by phone.

2. Second screening: During academic advising for the fall term of the sophomore year, in the case of a four-year student, department faculty will determine your eligibility to continue in the major. Faculty will rely upon your GPA, performance in all coursework and recommendations by instructors of previous courses taken by you.

3. Third screening: At the end of the junior year of studies, you will undergo a third screening whereby department faculty will review your file to insure that all requirements for graduation will be met at the end of the last thirty hours of study. Second and third screenings may be combined if a transfer student enters Briar Cliff University as a junior.

Note: You must present the beginnings of a résumé and your updated portfolio/string book at the third screening.

Department faculty and Placement Office can assist you in résumé preparation. Portfolios or string books should include by-lined articles, published photos and other evidence of media work. Audio and video tapes should also be a part of the portfolio.

4. Internship/Work Experience (fourth) screening: All majors in The Department of Mass Media must complete a minimum of three credit hours of internship/work experience at an approved media site. Before you will be permitted to accept an internship/work experience an Internship/Work Experience Contract must be completed and signed by you, the site supervisor and department coordinator. It is ultimately your responsibility to seek out and secure an internship/work experience. However, department faculty may make suggestions or recommendations. In no case should you begin an internship/work experience without the knowledge and approval of the department chairperson.

Most internships sites require a resume and a cover letter. Television news internships usually require a videotape of news packages. Radio internships require an aircheck on cassette tape. Instructions on how to write a cover letter, resume, etc are on reserve at the library circulation desk.

Internship/Work Experience Contract:

You must complete the Internship/Work Experience Contract with the assistance of the site supervisor. Once you sign the contract, it is understood by all parties concerned that you have entered into a formal agreement with the Department of Mass Media and the employer.

Note: You risk expulsion from the major if you fail to abide by the terms of the contract: e.g., failure to show up for work, failure to notify the site supervisor and faculty supervisor of inability to get to work, resignation from assigned internship/work experience without prior approval of the site supervisor and the faculty supervisor, or being justly fired during an internship/work experience.

Requirements for Internship/Work Experience:

In addition to abiding by the Internship/Work Experience Contract, you must maintain a weekly journal of work-related experiences and a time sheet.

Documentation Procedure:

The journal must include the following:

1. Dates and hours worked (Enclosed should be all time sheets, which you will obtain from the department and maintain during your internship/work experience.)
2. A thorough description of your job activities and responsibilities.
3. A list of skills learned or improved upon from the internship/work experience.
4. Overview of your relationship with co-workers.
5. Unusual happenings: e.g., Did something happen that you were unprepared for? How did you resolve it? When did you err? Why? Did anyone in your audience or readership complain to you or compliment you? Did supervisors or co-workers deliver complaints, compliments? Why?
6. Your evaluation of the internship/work experience. How did it benefit you? Were there items or situations with the employer or internship/work experience arrangement that need improvement? Change?
7. What did you think of the newspaper, broadcasting, publicity or communications business you experienced? Do you like it? Are you discouraged? Did it meet your expectations or image of what you thought it would be? Explain.
8. Was there anything you feel you should have learned in your mass communications courses that would have made your job easier? If so, what?
9. Enclose anything that would reveal what your experience demonstrated. You should include tapes, scripts, tear sheets, layouts, or a portfolio of your work. NOTE: Each bylined article should include the folio line (publication, date and page information line) from the page in which the article appeared.
10. Documents must be typewritten and bound in acceptable fashion. Cover label must indicate course name, the academic term for which the credit is registered, the date, the name of intern and internship location.

Cover Sheet Format

The journal must be submitted to your faculty supervisor within two weeks of completion of the required hours in order to ensure internship/work experience credit.

Keep in mind that the department faculty will determine at what point you have worked the proper number of hours for credit purposes. The 300 hours required for a three-credit internship/work experience are minimum requirements, not maximum.

Students are strongly advised to work at more than one media outlet during their internship experience. The 300 required hours may be split among more than one media outlet.

Finally, many things may be included in your journal to strengthen it. As indicated earlier (item nine above), stories or scripts written by you, brochures and releases, audio or video tapes, copywriting and other documentation will be helpful in your evaluation. In other words, it's up to you to fully document your experience!

Interim Evaluations:

Approximately midway through the internship/work experience, your faculty supervisor will send an interim evaluation form for the site supervisor to complete. The faculty supervisor may make regular site visits.

Final Evaluation:

Upon completion of the required number of hours for the internship/work experience, a final evaluation form will be sent to your site supervisor during each internship/work experience to evaluate of your work.

Internship/Work Experience Seminar:

Once each term a seminar session (approximately one hour in length) may be required for each student intern to attend. This informal get-together with the department faculty is for the purpose of sharing the various internship/work experiences with other student interns. These seminars are designed to be supportive in nature and allow each intern to express his or her concerns and feelings about the experience. Helpful suggestions will be shared by all those involved.

Department Honesty Policy**Cheating:**

Students caught cheating will receive an F grade for the test, paper or other work. Repeated cheating will result in an F grade for the course in which the student was caught cheating, and possible expulsion from the major.

Plagiarism:

The general policy of Briar Cliff University is that for a student's first offense, the instructor of the course will determine an appropriate penalty, with a maximum penalty of an "F" for the entire course. For a second offense, the course instructor and the academic dean will determine an appropriate penalty, up to and including suspension from the college.

In all the alleged cases of cheating and plagiarism, the student shall be notified by the faculty member of the specific charges and circumstances in writing. A copy shall be sent to the academic dean.

If the student wishes to deny the allegations, he/she must notify the department coordinator of the denial within ten days of notification. The coordinator will weigh the evidence presented by the student (in writing or at an oral hearing) and by the student's instructor, and make the final decision. If the instructor is the coordinator of the department, the appeal shall be directed to the academic dean. In the case of the third offense where the penalty is imposed by the academic dean, the appeal is to the president.

Dismissal from the Major:

To maintain proper standing in the major it is not only the responsibility of the student to establish a minimum grade point average (2.0 GPA), but also to demonstrate dependability and accountability. Only one D grade is permitted in any required

MCOM-prefixed credit course. With the exception that all MCOM prerequisite courses (MCOM 101, 200, 216, 331, 332) require a minimum grade of a C.

Ethics Statement:

As future journalists, department majors are required to have on file a signed Ethics Statement which outlines the student's obligation to strive to maintain the highest ethical standards while enrolled. There is an implied contract of trust that exists because of the student's need for access to secure areas, including access to considerable audio, video, photographic and computer equipment, and occasional access to personal and unpublished articles and notes and other files that may be on department and student newspaper computer discs. Preparing the student for a future in a career that involves ethical and moral decision-making on a day-to-day basis begins with the signing of this ethics statement.

The Department of
Mass Media
Ethics Statement

Letter of Agreement

As a major in The Department of Mass Communications at Briar Cliff University I hereby agree to abide by the standards, policies and the procedures to the best of my ability as outlined in The Department of Mass Communications Handbook regarding ethical conduct, cheating, plagiarism and other policies.

In signing this agreement I acknowledge the receipt of the latest edition of the department handbook and, when applicable, The Cliff News Guidelines and the KLIF Handbook and, further, that I have, or will have subsequent to this signing, become sufficiently familiar with the policies and procedures outlined there in.

Finally, I understand that repeated failure on my part to abide by the department policies and procedures may result in my dismissal from this major. I also understand that I may appeal any sanctions imposed upon me by this department.

Student Name (print)
Date

Student Signature

Careers in Mass Communications:



Christie Finnegan (96) Director of Marketing St. Luke's Hospital. Christie's began her association with St. Luke's Hospital with a community relations internship.

The Career/Counseling Office has valuable information and resources available regarding careers. Of particular note is the Discover program. With Discover, students who are early on in their studies as well as juniors and seniors who are preparing for careers after graduation can gain valuable career direction.

Freshmen should take advantage of Discover to assess their own strengths and talents, as well as explore career possibilities. Juniors and seniors should enroll in the Discover services to target specific career tracks.

It is important to enroll early because the Career/Counseling Office requires at least three sessions in order to fully maximize the benefits of this important service. Each session will take 1-2 hours but will be an invaluable benefit to the student. Graduating seniors should not wait until the last moment to enroll in the Discover service. Begin at the start of your senior year if not sooner. The Discover service is free of charge to BCC students.

Policy Guide for the Integrated Media Center Department of Mass Media

(Revised 10/27/05)

For students majoring or taking courses in:

Graphic Design
Mass Communications
New Media

Access:

All students in the department of Mass Media and any student enrolled in courses scheduled in the IMC will have access to the center for the term. All students using the center will be charged \$10 per term fee for use of printing materials.

To gain access you must first read this policy manual and sign the authorization for access form. This form is available from the department chairperson or the instructor of a course utilizing the IMC.

Priority for use of the center:

1. Classes in session.
2. Departmental productions such as the CliffNews.
3. Students working on courses to which they are currently enrolled. This includes internships.
4. Any student with access to the center to do work.

The KLIF radio studio is also included in the Integrated Media Center (IMC). For more information about the radio station see the KLIF handbook. The center also houses the staff office of KLIF and CliffNews.

Sign in policy

Theft of equipment

If it is discovered that equipment has been removed without out permission it will be considered theft. Theft of any item will be charged to the students with access to the IMC.

If you have been given specific permission to use the digital video or still camera for a class you must sign in and out the camera. Failure to do so may be considered theft.

Rules:

1. No adding or deleting software of any kind.
2. No online chatting (IRCs or IMs).
3. No food or drinks at the computers.
4. No game playing.
5. Do not touch the monitors.
6. Please remove all personal materials when you leave.
7. Do not let any students into the center.
8. Do not give the combination to anyone.
9. Do not use the center if a class in session (even if computers are open).
10. Do not unlock any door.
11. Make sure you log off your machine when leaving.
12. If you need multiple copies (4 or more) please use a copy machine.
13. If a course requires you to use high quality or photo paper, it is your responsibility to provide it.
14. Do not unhook or attach anything to a computer unless you have been instructed to do so.
15. You may listen to music or other audio only while wearing headphones that you must provide.
16. Students found violating copyright will be disciplined.
17. Print non-graphic documents (Word documents, Excel documents, web pages and such) to the laser printer. Save the ink jet printers for graphic projects.
18. Please clean up after yourselves. Any items left in the center will be removed and thrown in the trash.
19. If you move chairs to another station, return them to the original station when finished.
20. **Students in violation of any of the above rules will face disciplinary action. Action could include, but not limited to, verbal warning, written warning, loss of access privileges, removal from the department and/or removal from the university.**

Authorization for Access to the Integrated Multimedia Center

(Revised 9/03/03)

I, _____
have read and understand the policy guide for the Integrated Multimedia Center. I understand that failure to follow these guidelines could result in a punishment that may include a verbal warning, written warning or loss of access to the IMC.

Student Signature	Date
Instructor Signature	Date
Department Chairperson Signature	Date
Date	

Department Faculty



Michael Crowley - Associate Professor and Chairperson,
Department of Mass Media
Office H-311 Phone 712.279.5459
michael.crowley@briarcliff.edu

With Briar Cliff: Since 1989

Teaching Expertise: Visual Communications (photography & graphics, new media), Law, and Media Ethics

Education:

California State University, Sacramento: BA, Government, Photography minor
Ball State University: MA, Journalism (photojournalism)
Georgia Institute of Technology: Certificate in Multimedia
University of South Dakota: Advanced studies, Adult and Higher Education



Laurie Johns - Instructor
Department of Mass Media
Office H-313 Phone 712.279.5483
laurie.johns@briarcliff.edu

With Briar Cliff: Since 2002

Teaching Expertise:
Graphic Design and Website Production

Education:

B.A., M.A. University of South Dakota



Kim McDonough - Instructor
Department of Mass Media
Office H-328 Phone: 712.5456
kim.claussen@briarcliff.edu

With Briar Cliff: Since 2005

Teaching Expertise:
Broadcast Media and Public Relations

Education

B.A., M.S. Iowa State University

Adjunct Faculty

Bob Corio (2000) Lecturer in New Media Instructional Design, Technical Support University of South Dakota	Bruce Miller (1983) Lecturer in Mass Communications Managing Editor, Sioux City Journal B.A., Moorhead State University M.A., University of Minnesota
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Created by: Michael Crowley Assistant Professor and Chairperson
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