

AUG 11 1993

LSC Use Only

Number: _____
Action: _____
Date: _____

UWUCC Use Only

Number: 93-37
Action: App.
Date: UWUCC 2/15/94
Senate 5/3/94

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: JN 494 Document Design II
Suggested 20 Character Course Title: JN 494 Doc. Design II
Department: Journalism
Contact Person: Dr. James M. DeGeorge

II. If a course, is it being Proposed for:

X Course Revision/Approval Only
_____ Course Revision/Approval and Liberal Studies Approval
_____ Liberal Studies Approval Only (course previously has been approved by the University Senate)

III. Approvals

James M. DeGeorge
Department Curriculum Committee
[Signature]
College Curriculum Committee

James M. DeGeorge (acting)
Department Chairperson
[Signature] 8/4/95 No. Now
College Dean * Resumed Reprint

Director of Liberal Studies
(where applicable)

Provost (where applicable)

*College Dean must consult with Provost before approving curriculum changes. Approval by College Dean indicates that the proposed change is consistent with long range planning documents, that all requests for resources made as part of the proposal can be met, and that the proposal has the support of the university administration.

IV. Timetable

Date Submitted
to LSC: _____

Semester to be
Implemented: _____

Date to be
published
in Catalog: _____

to UWUCC: _____

JN 494 Document Design II

3 credits
3 lecture hours
(3c-01-3sh)

Prerequisite: JN 102, JN 220, JN 328

Gives students advanced work in preparation of substantial corporate and government documents such as annual reports, lengthy project reports, and research reports, etc. Emphasizes skills in research of public and government documents, data analysis and problem solving, holistic information display, writing, and editing.

JN 494--Document Design II ***James DeGeorge***

This course teaches a rare skill--how to research public and corporate documents to get the information needed by business and industry. Organizations need demographic information to plan development and expansion. They need information about the economic fundamentals on a geographic area, the activities of competitors in the field and so on. They need access to the tons of scientific and technical information produced by the government and they need reports that present all this information in readable form. The course teaches journalism students how to discover and write up this information for the various audiences that need it.

Part II. 2.**OLD CATALOG NUMBER
AND DESCRIPTION**

JN 106 Basic Journalistic Skills (required)
JN 343 History of American Journalism
JN 323 Management in Mass Comm.
JN 346 Advanced Reporting
JN 349 Public Affairs Reporting
JN 350 Advertising Writing
JN 390 Public Relations II
JN 391 Presentation Making in Pub. Rel.
JN 392 Problem Solving in Public Relations
JN 394 Document Design II

**NEW CATALOG NUMBER
AND DESCRIPTION**

JN 102 Basic Journalistic Skills (required)
JN 243 History of American Journalism
JN 423 Management in Mass Comm.
JN 446 Advanced Reporting
JN 449 Public Affairs Reporting
JN 450 Advertising Writing
JN 490 Public Relations II
JN 491 Presentation Making in Pub. Rel.
JN 492 Problem Solving in Public Relations
JN 494 Document Design II

Part II. 3. Justification/Rational for changes.

The existing system of numbering journalism courses does not adequately reflect the sequence in which students should take them nor the relative level of difficulty of the courses. For instance, the first journalism course our students should take, Basic Journalistic Skills, Jn 106, is not our lowest numbered course. And there are a number of 300 level courses which are actually advanced senior level courses. An example would be our management course, Jn 323, Management in Mass Communications. It requires field experience. It's unquestionably a senior level course.

For reasons no one can remember, the original numbering did not adequately represent the logic and sequence of our program. The changes proposed would accurately mirror a long-existing reality. There are no changes in course content.

The changes in prerequisites proposed will merely be consonant with the renumbering we propose.