University of Wisconsin-Whitewater

Curriculum Proposal Form #2

## Change in Degree, Major, or Submajor

**Effective Term:**

**Type of Action:**

**Degree:**

**Program Title:** Professional Writing and Publishing

**GPA Requirement for the Major/Submajor: 2.5**

**Sponsor(s):** Janine Tobeck

**Department(s):** Languages and Literatures

**College(s):**

# **Consultation took place**: [x]  NA [ ]  Yes (list departments and attach consultation sheet)

Departments:

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**Proposal Information:**

([***Procedures for Form #2***](http://acadaff.uww.edu/UCC/Curriculum_Handbook_09/Procedures_form2.docx))

**Total number of credit units in program:**

Before change 36 After change 36

**Exact description of request:**

Addition of Film 356 to list of electives allowed for the major.

**From** (as listed in catalog and on AR)

PROFESSIONAL WRITING AND PUBLISHING (BA/BS)

MAJOR - 36 UNITS

1. ENGLISH 230, ENGLISH 271, ENGLISH 330, ENGLISH 362, ENGLISH 364, ENGLISH 372, ENGLISH 430

2. SELECT 6 UNITS FROM ENGLISH LITERATURE COURSES 200 LEVEL OR ABOVE

3. SELECT 9 UNITS FROM ENGLISH 366, ENGLISH 332, ENGLISH 436, ENGLISH 493, or an approved course from another major.

UNIQUE REQUIREMENTS

COURSE IN DESIGN OR DESIGN EXPERIENCE TO BE PERSONALIZED IN CONSULTATION WITH PROGRAM ADVISOR

**To** (to be listed in catalog and on AR)

Addition highlighted

PROFESSIONAL WRITING AND PUBLISHING (BA/BS)

MAJOR - 36 UNITS

1. ENGLISH 230, ENGLISH 271, ENGLISH 330, ENGLISH 362, ENGLISH 364, ENGLISH 372, ENGLISH 430

2. SELECT 6 UNITS FROM ENGLISH LITERATURE COURSES 200 LEVEL OR ABOVE

3. SELECT 9 UNITS FROM ENGLISH 366, ENGLISH 332, ENGLISH 436, ENGLISH 493, **FILM 356**, or an approved course from another major.

UNIQUE REQUIREMENTS

COURSE IN DESIGN OR DESIGN EXPERIENCE TO BE PERSONALIZED IN CONSULTATION WITH PROGRAM ADVISOR

**Relationship to mission and strategic plan of institution, and/or college and department goals and objectives:**

Film 356: Text and Image relates to departmental, college, and institutional goals as outlined in the course proposal.

The course will specifically enhance the Languages and Literatures department’s goals for the Professional Writing and Publishing submajor, as for majors—who will almost certainly need to be able to analyze and work with combinations of text and image in their careers—the course will encourage analysis of both theoretical and practical principles that underpin successful technique.

The course directly addresses three of the specific Professional Writing and Publishing submajor objectives:

• **analyze discourse** used in diverse contexts with attention to audience, purpose, and formal convention;

• **use technology** employed by professional writers in a variety of media; and

• **write and edit** documents to a professional standard in multiple formats.

**Rationale:**

The electives category within the Professional Writing and Publishing submajor is designed for students to explore topics in professional writing and editing that will expand their experience with relevant theory, specific genres, or elements of production process. Film 356 will meet all three of these criteria by involving readings that are both theoretical and practical in origin, by focusing on the specific genres of sequential art and interactive fiction, and by encouraging multiple production formats for submitted work. As such, it will be a useful specified entry in the electives category for the major.

**Cost Implications:**

The course will be taught once per year by existing faculty, occasionally taking the place of a single section of freshman English, which would need to be covered by other faculty or academic staff in the Languages and Literatures department. These costs are included in the Film Studies proposal (no additional cost will be required to include the course in the Professional Writing and Publishing major track).