

Proposal for CMD & IMC Workshop or Independent Study

Name _____ Student Number _____

Advisor _____

Workshop/Independent Study for: __ Fall Year _____
 __ Spring
 __ Summer

___ STCM-41200 Workshop
___ STCM-49900 Independent Study

Number of Credits Requested (1-6) _____ credits

Total clock hours projected for study/project (minimum 45 per credit) _____ hours

Short title of project _____

Proposed faculty sponsor _____

Approvals

Student _____ Date _____

Faculty sponsor _____ Date _____

Chair _____ Date _____

Associate Dean _____ Date _____

Attach this form to your **Design Statement**

Guidelines for Communications Management and Design and Integrated Marketing Comms. Workshop & Independent Study

Workshop and Independent Study involve individual projects carried out under the guidance of a faculty supervisor. They are intended for advanced upper-class students who wish to develop skills in a narrowly defined area (Workshop) or pursue a specific topic in great depth (Independent Study), and to develop their abilities for independent work. The student wishing to do either a Workshop or Independent Study is responsible for designing the project or study and for arranging for faculty supervision. Typically the faculty member selected is one who has special expertise in the area being explored or the inquiry or production processes involved. The two courses are described below and the proposal form appears on the back of this page.

STCM-41200 Workshop is a project, for example, a media production or communication analysis and design. The project may be done for a client. A typical outcome is a media product suitable for inclusion in a professional portfolio.

STCM-49900 Independent Study is an intensive research study. A variety of research methods associated with quantitative and qualitative paradigms of inquiry are possible. A written research report is required.

Credits: Both Workshop and Independent Study may be done for 1-6 credits and may be repeated, but the total from the two may not exceed 6 credits.

Liberal Arts: The Bachelors degree requires 60 credits of coursework that is designated LA (liberal art). Workshop is NLA (non-liberal art), while Independent Study is LA.

Prerequisites: Junior CMD and IMC major or minor and permission of the faculty sponsor and department chair. Offered fall and spring. Possible by special arrangement in the summer if a faculty member is willing to sponsor during this time. While not a formal prerequisite, it is highly unlikely for an Independent Study to be approved prior to a student taking the STCM-34000 Research and Evaluation class. Similarly, prior success in production courses in the area of a Workshop are important considerations in the approval process.

Design Statement: Attach a 1-2 page description of your proposed project or study that includes:

- * the purpose of the project or the research problem of the study, as well as your personal learning objectives
- * your preparation for undertaking the project or study (courses, work experience, etc.)
- * what resources you will need (input from faculty sponsor and/or outside consultant, lab facilities, supplies, library access, equipment, etc.)
- * a timeline, including when you will meet with your faculty sponsor, what aspects of the project or study will be completed by certain dates, and how many hours you estimate you will spend. (The rule of thumb is that you should plan to spend about 45 hours of work for each academic credit.)
- * Student Learning Objectives (SLO's)
- * A description of the output or "deliverables" from the project.

Also include for Independent Study:

- * a preliminary reading list
- * if your study will involve gathering data from people, acknowledgment that you are aware of the need to gain approval from the college's Human Subjects Review Committee

Process:

- * Start early. Working with a faculty member to design the project or study and get approvals will take time. Approvals will not be granted after the add/drop period.