



2018-2019

MEDIA COMMUNICATION MAJOR, B.A.

Media, Journalism, & Digital Storytelling Department; School of Communication Arts

The Media Communication program is designed to prepare Christ-centered students who think creatively and critically about their messages, their audiences and their communication tools. Students will develop competency in using a variety of media to communicate – including the Internet, audio and radio, television and the cinema - and they will seek to engage and transform the culture around them to better reflect the Kingdom of God. Recognizing the media's collaborative nature, each student will also develop greater self-understanding, an appreciation of diversity, and the abilities to listen and to work in a team. The program has concentrations in TV & film production, design, performance, entertainment management, film production, multimedia, and audio production.

To graduate must complete all major requirements, foundational requirements, and additional electives needed for 124 hour minimum degree requirement.

MAJOR REQUIREMENTS (44-50) **(26 Core + 18-24 Concentration)**

__ 3	MC	101	Media & Society
Choose one:			
__ 3	MC	120	Radio Production
	MC	121	Audio Production
Complete:			
__ 3	MC	212	Writing for Media
__ 3	MC	225	Interactive Media I
__ 4	MC	261	Multi-Cam Production ___ Lab
__ 3	MC	342	Mass Comm Theory
__ 3	MC	371	Faith, Media & Calling
__ 1	MC	375	Junior Seminar
Choose Internship:			
	MC	435	Internship
__ 3	MC	437	Los Angeles Internship

REQUIRED CONCENTRATION (choose one):

MCPF - PERFORMANCE (18)

__ 3	MC	211	Media Performance
__ 3	MC	302	Digital Field Production
__ 3	MC	308	Broadcast News
__ 3	THA	151	Acting 1
Choose 6 hours from Media courses:			
	JRN	333	Adv JRN Research/Writing
	MC	308	Broadcast News (repeatable)
__ 3	MC	326	Sports Storytelling
	MC	393	Seminar
	MC	397	Media Industry Travel
__ 3	MC	472	Media Law & Ethics
	THA	251	Acting II
	THA	371	Acting for the Camera

MCTV - TELEVISION & VIDEO PRODUCTION (21)

__ 3	BU	211	Princ of Management
__ 3	MC	302	Digital Field Production
Choose 15 hours from Production courses:			
	ART	254	Graphic Design I
	ID	450	Project Management (2)
	JRN	333	Adv JRN Research/Writing
__ 3	JRN	375	Documentary Filmmaking
	MC	228	Live Audio & Sound Reinforce
	MC	282	Feature Film Screenwriting (4)
__ 3	MC	308	Broadcast News
	MC	326	Sports Storytelling
	MC	330	Media Ministry & the Church
__ 3	MC	340	Editing Practice & Theory
	MC	360	Underwater Cinematography
	MC	380	Remote TV Production
__ 3	MC	392/492	Directed Study
	MC	393	Seminar in Communication
	MC	395	Sitcom Production
__ 3	MC	397	Media Industry Travel
	MC	428	Special Events & Prod
	MC	472	Media Law & Ethics
	THA	151	Acting I

MCAP - AUDIO PRODUCTION (18)

[Take MC 121 in major core requirements.]

__ 3	MC	222	Digital Audio Editing
__ 3	MC	275	Audio Engineering & Mixing
__ 3	MC	331	Advanced Audio Production
__ 3	MC	352	Multi-Track Recording
Choose 6 hours from Audio Production courses:			
	MC	228	Live Audio & Sound
__ 3	MC	320	Inside the Music Business
__ 3	MC	344	Sound for Picture
	MC	392/492	Directed Study

MCFP - FILM PRODUCTION (24)

__ 3	MC	272	Film Aesthetics
__ 3	MC	302	Digital Field Production
__ 3	MC	310	Cinematography & Lighting
__ 3	MC	318	Film History
__ 3	MC	338	Producing for Film
__ 3	MC	340	Editing Practice & Theory
__ 3	MC	341	Directing the Narrative Film

Choose one Film course:

	ENG	315	Film as Literature
	JRN	375	Documentary Filmmaking
	MC	282	Feature film Screenwriting (4)
	MC	325	Design for Film,TV, Theatre
	MC	332	Sundance: Independ. Cinema
	MC	344	Sound for Picture
__ 3	MC	360	Underwater Cinematography
	MC	382	Film Production
	MC	392/492	Directed Study (3)
	MC	393	Seminar in Film
	MC	397	Media Industry Travel
	MC	401	Advanced Directing
	MC	435/437	Internship (repeatable)
	THA	151	Acting I

MCDS - PRODUCTION DESIGN (21)

__ 3	BU	211	Princ of Management
__ 3	MC	325	Design for Film,TV, Theatre
__ 3	THA	262	Approach to Design Theatre

Choose one Art History course:

__ 3	ART	251	Art History I
	ART	252	Art History II

Choose 9 hours from Design courses:

	ART	111	Intro to 2D Form & Design
	ART	112	Intro to 3D Form & Design
__ 3	ART	231	Interm Design & Color Theory
	ART	254	Graphic Design I
	ID	450	Project Management (2)
__ 3	MC	332	Sundance: Independ Cinema
	MC	372	Interactive Media II
	MC	392/492	Directed Study
__ 3	MC	393	Seminar in Communication
	MC	397	Media Industry Travel
	MC	428	Special Events & Prod

MCMM - MULTIMEDIA (21)

__ 3	ART	254	Graphic Design I
__ 3	ART	452	Graphic Design II
__ 3	MC	302	Digital Field Production
__ 3	MC	329	Coding/Develop Multimedia
__ 3	MC	372	Interactive Media II

Choose 6 hours from Multimedia Production courses:

	ART	356	Digital Darkroom & Imaging
	COM	261	Social Media & Emerg Tech
	COM	461	Social Media Marketing
__ 3	ID	325	Designing Online Interactions
	ID	375	Learning & Content Mgt Syst (2)
	ID	410	Assessment & Evaluation
	ID	450	Project Management (2)
__ 3	MC	392/492	Directed Study
	MC	393	Seminar in Communication
	MC	397	Media Industry Travel
	MC	428	Special Events & Production

MCEM - ENTERTAINMENT MANAGEMENT (22)

__ 3	BU	100	Business & Personal Finance
__ 3	BU	325	Social Entrepreneurship
__ 1	MC	220	Inside Entertainment Business
__ 3	MC	472	Media Law & Ethics
__ 3	MKT	241	Principles of Marketing

Choose 3 hours from Entertainment Business courses:

	BU	312	Small Business Mgmt
__ 3	ID	450	Project Management (2)
	MC	320	Inside the Music Business
	MC	338	Producing for Film
	MKT	343	Fund Professional Selling

Choose two Marketing courses (not used above):

	ACC	100	Fundamentals of Accounting
	COM	220	Interpersonal Comm
	COM	281	Public Relations Theory/ Practice
	COM	351	Persuasion
__ 3	COM	461	Social Media Marketing
	ECN	100	Principles of Economics
	MC	393	Seminar
__ 3	MC	397	Media Industry Travel
	MKT	342	Consumer Behav/Decisions
	MKT	343	Fund Professional Selling

PLUS FOUNDATIONAL REQUIREMENTS (46)**Plus electives needed for the 124 hour degree requirement (28-34, depending on concentration)**