

MEDIA ARTS, BA

Program Description

The program in Media Arts focuses on allowing students to cultivate the creative and critical skills necessary to actively engage in the media industry in a variety of capacities. Media Arts majors select an emphasis in either Media Production or Media Studies to fulfill their coursework.

Student Learning Outcomes

Students will:

- Understand and apply production skills in the creation of audiovisual media
- Understand and apply critical theories and research methods related to media studies through effective written communication
- Demonstrate a general understanding of the media industry and paths to transition from academic coursework to industry positions or advanced degrees
- Create advanced projects that demonstrate effective communication strategies in media production OR media studies

General Requirements

Requirements	Credit Hours
Core Curriculum Program (http://catalog.tamucc.edu/undergraduate/university-college/programs/core-curriculum-program/)	42
First-Year Seminars (when applicable) ¹	0-2
Media Arts Major Requirements	39-45
Electives	33-27
Foreign Language Requirements	6
Total Credit Hours	120-122

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First-Year Seminars or Electives

Full-time, first time in college students are required to take the first-year seminars.

- UNIV 1101 University Seminar I (1 sch)
- UNIV 1102 University Seminar II (1 sch)

Program Requirements

Code	Title	Hours
Full-time, First-year Students		
UNIV 1101	University Seminar I	1
UNIV 1102	University Seminar II	1
Core Curriculum Program		
University Core Curriculum		42
Media Arts Core Courses		
MEDA 1307	Media and Society	3
MEDA 1380	Introduction to Media Production	3
MEDA 2366	Media Forms	3
MEDA 2367	Media Industries	3
Emphasis		

Select one of the following Emphasis: 27-33

Media Studies Emphasis (p. 1)

Media Production Emphasis (p. 1)

Electives

Select 27-33 hours of university electives. 27-33

Foreign Language Requirements

See the College of Liberal Arts for the college language requirement. 6

Total Hours 122

Media Studies Emphasis

Code	Title	Hours
Media Studies Requirements		
MEDA 3380	New Media and Communication	3
MEDA 4381	Senior Seminar in Media Studies	3
Select one of the following: 3		
MEDA 2311	Media Writing	
MEDA 2350	Media Performance	
MEDA 3360	Screenplay Writing	
Select one of the following: 3		
MEDA 3301	Television Criticism	
MEDA 3302	Film Criticism	

Media Studies Electives

Select five of the following courses not already taken to fulfill other requirements: 15

MEDA 1315	Editing	
MEDA 2311	Media Writing	
MEDA 2315	News Reporting	
MEDA 2350	Media Performance	
MEDA 3301	Television Criticism	
MEDA 3302	Film Criticism	
MEDA 3303	Documentary Studies	
MEDA 3310	Media Theory and Research	
MEDA 3313	Intermediate Production: Documentary	
MEDA 3316	Intermediate Production: Narrative	
MEDA 3318	Cross-Platform Editing & Layout	
MEDA 3340	Photojournalism	
MEDA 3351	Screen Comedy	
MEDA 3360	Screenplay Writing	
MEDA 4305	Media Promotion and Paratexts	
MEDA 4340	Advertising Criticism	
MEDA 4341	First Amendment and Ethical Issues in the Media	
MEDA 4342	Global Media and International Communication	
MEDA 4390	Topics in Media Arts	
MEDA 4396	Directed Individual Study	
MEDA 4399	Media Arts Internship	

Total Hours 27

Media Production Emphasis

Code	Title	Hours
Media Production Requirements		
MEDA 1315	Editing	3
MEDA 2303	Cinematography	3
MEDA 3360	Screenplay Writing	3

Select one of the following:	3
MEDA 3313 Intermediate Production: Documentary	
MEDA 3316 Intermediate Production: Narrative	
MEDA 3317 Intermediate Postproduction	
Capstone	
Select one of the following:	3
MEDA 4310 Advanced Production: Documentary	
MEDA 4312 Advanced Production: Narrative	
MEDA 4317 Advanced Postproduction	
Media Production Electives	
Select four of the following courses not already taken to fulfill other requirements: ¹	12
MEDA 2311 Media Writing	
MEDA 2315 News Reporting	
MEDA 2350 Media Performance	
MEDA 3301 Television Criticism	
MEDA 3302 Film Criticism	
MEDA 3303 Documentary Studies	
MEDA 3313 Intermediate Production: Documentary	
MEDA 3314 Multimedia Journalism	
MEDA 3316 Intermediate Production: Narrative	
MEDA 3317 Intermediate Postproduction	
MEDA 3318 Cross-Platform Editing & Layout	
MEDA 3340 Photojournalism	
MEDA 3351 Screen Comedy	
MEDA 3360 Screenplay Writing	
MEDA 3380 New Media and Communication	
MEDA 4305 Media Promotion and Paratexts	
MEDA 4308 Commercial Production	
MEDA 4310 Advanced Production: Documentary	
MEDA 4312 Advanced Production: Narrative	
MEDA 4317 Advanced Postproduction	
MEDA 4341 First Amendment and Ethical Issues in the Media	
MEDA 4342 Global Media and International Communication	
MEDA 4343 News Publication	
MEDA 4390 Topics in Media Arts	
MEDA 4396 Directed Individual Study	
MEDA 4399 Media Arts Internship	
Total Hours	27

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With the exception of MEDA 4310 Advanced Production: Documentary (3 sch), MEDA 4312 Advanced Production: Narrative (3 sch) and MEDA 3360 Screenplay Writing (3 sch) – which may each be repeated once for credit.

Course Sequencing

Media Studies

First Year

	Hours
UNIV 1101 University Seminar I	1
COMM 1311 Foundation of Communication	3
MEDA 1305 Film and Culture	3
MEDA 1380 Introduction to Media Production	3

University Core Curriculum	3
University Core Curriculum	3
Hours	16

Spring

UNIV 1102 University Seminar II	1
ENGL 1301 Writing and Rhetoric I	3
MEDA 1307 Media and Society	3
MATH 1332 Contemporary Mathematics	3
or PHIL 2303 or Introduction to Logic and Critical Thinking	
University Core Curriculum	3
University Core Curriculum	3
Hours	16

Second Year

Fall

University Core Curriculum	3
University Core Curriculum	3
University Core Curriculum	3
MEDA 2366 Media Forms	3
Foreign Language Requirements	3
Hours	15

Spring

University Core Curriculum	3
University Core Curriculum	3
University Core Curriculum	3
MEDA 2367 Media Industries	3
Foreign Language Requirements	3
Hours	15

Third Year

Fall

MEDA 3310 Media Theory and Research	3
MEDA 3301 Television Criticism	3
MEDA 4305 Media Promotion and Paratexts	3
Upper Division Electives	3
MEDA 3303 Documentary Studies	3
Hours	15

Spring

MEDA 3380 New Media and Communication	3
MEDA 3360 Screenplay Writing	3
MEDA 4342 Global Media and International Communication	3
Upper Division Electives	3
MEDA 3302 Film Criticism	3
Hours	15

Fourth Year

Fall

MEDA 3351 Screen Comedy	3
MEDA 4341 First Amendment and Ethical Issues in the Media	3
Upper Division Electives	3
Upper Division Electives	3

MEDA 3351	Screen Comedy	3
Hours		15
Spring		
MEDA 4381	Senior Seminar in Media Studies	3
Upper Division Electives		3
Upper Division Electives		3
Upper Division Electives		3
Elective of choice		3
Hours		15
Total Hours		122

Media Production

First Year

Fall		Hours
UNIV 1101	University Seminar I	1
COMM 1311	Foundation of Communication	3
MEDA 1305	Film and Culture	3
MEDA 1380	Introduction to Media Production	3
University Core Curriculum		3
University Core Curriculum		3
Hours		16

Spring

UNIV 1102	University Seminar II	1
ENGL 1301	Writing and Rhetoric I	3
MEDA 1307	Media and Society	3
MEDA 1315	Editing	3
MATH 1332	Contemporary Mathematics	3
or PHIL 2303	or Introduction to Logic and Critical Thinking	
University Core Curriculum		3
Hours		16

Second Year

Fall		
University Core Curriculum		3
University Core Curriculum		3
MEDA 2303	Cinematography	3
MEDA 2366	Media Forms	3
Foreign Language Requirements		3
Hours		15

Spring

University Core Curriculum		3
University Core Curriculum		3
MEDA 2367	Media Industries	3
MEDA 2350	Media Performance	3
Foreign Language Requirements		3
Hours		15

Third Year

Fall		
University Core Curriculum		3
University Core Curriculum		3
MEDA 3313	Intermediate Production: Documentary	3
MEDA 3317	Intermediate Postproduction	3

MEDA 3351	Screen Comedy	3
MEDA 3301	Television Criticism	3
Hours		18
Spring		
University Core Curriculum		3
MEDA 3316	Intermediate Production: Narrative	3
MEDA 3360	Screenplay Writing	3
MEDA 4317	Advanced Postproduction	3
Upper Division Electives		3
Hours		15

Fourth Year

Fall

MEDA 4310	Advanced Production: Documentary	3
MEDA 3303	Documentary Studies	3
Upper Division Electives		3
Upper Division Electives		3
Upper Division Electives		3
Hours		15

Spring

MEDA 4312	Advanced Production: Narrative	3
MEDA 3340	Photojournalism	3
Upper Division Electives		3
Upper Division Electives		3
Hours		12
Total Hours		122

Courses

MEDA 1305 Film and Culture

3 Semester Credit Hours (3 Lecture Hours)

Introduction to film aesthetics, history, and criticism for non-communication majors. Establishes a vocabulary for examining films and their roles in American culture.

MEDA 1307 Media and Society

3 Semester Credit Hours (3 Lecture Hours)

History and development of mass media in the United States as well as the organizational, institutional, and cultural dynamics of today's major commercial media. Included are substantial components on print media, radio, television, cinema, and computer Internet communication systems. Course themes include media production and consumption, globalization, cultural imperialism, race, class, gender in media and popular culture.

TCCNS: COMM 1307

MEDA 1315 Editing

3 Semester Credit Hours (3 Lecture Hours)

Intensive instruction in postproduction software, postproduction workflows, and editing techniques for moving images.

Prerequisite: MEDA 1380.

MEDA 1380 Introduction to Media Production

3 Semester Credit Hours (3 Lecture Hours)

Overview of tools and skills necessary to produce digital media content such as editing, cinematography, sound recording, producing and directing for film, television and new media.

MEDA 2303 Cinematography**3 Semester Credit Hours (3 Lecture Hours)**

This course will examine the roles and responsibilities of the director of photography for film and visual media. Students will learn creative brainstorming and cinematic techniques for visual storytelling, including the basic principles of lighting for studio and natural environments.

Prerequisite: MEDA 1380.

MEDA 2311 Media Writing**3 Semester Credit Hours (3 Lecture Hours)**

This course is designed to teach the fundamentals of writing for the mass media. It includes instruction in professional methods and techniques for gathering, processing and delivering content.

TCCNS: COMM 2311

MEDA 2315 News Reporting**3 Semester Credit Hours (3 Lecture Hours)**

This course focuses on advanced news-gathering and writing skills. It concentrates on the three-part process of producing news and features, which include discovering the news, reporting the news and writing news in different formats. This course will incorporate all forms of news writing, including: press release, print news, web news and TV and radio broadcast news.

Prerequisite: MEDA 2311.

MEDA 2350 Media Performance**3 Semester Credit Hours (3 Lecture Hours)**

This course is designed to teach students articulation, pronunciation, effective writing and on-air performance techniques for all kinds of media environments with videotaped and audio taped presentations.

MEDA 2366 Media Forms**3 Semester Credit Hours (3 Lecture Hours)**

Examination of the formal elements of media texts, including cinematography/videography, sound, and editing, across a variety of media platforms and styles. Includes instruction in writing formal analysis.

TCCNS: COMM 2366

MEDA 2367 Media Industries**3 Semester Credit Hours (3 Lecture Hours)**

Examination of the media industries, including how they have evolved and now operate, as well as broader theoretical and practical implications of changing media organizations and practices. Includes instruction in researching contemporary and historical modes of media production, distribution, and exhibition.

MEDA 3301 Television Criticism**3 Semester Credit Hours (3 Lecture Hours)**

Exploration of how TV communicates through the study of programming content, production practices, and audiences. Includes a laboratory for screening assigned programs.

Prerequisite: MEDA 1307.

MEDA 3302 Film Criticism**3 Semester Credit Hours (3 Lecture Hours)**

Exploration of the critical approaches to the study of film from a variety of historical and theoretical perspectives, with an emphasis on narrative film and some consideration of experimental cinema. Includes a laboratory for screening assigned films.

Prerequisite: MEDA 1307.

MEDA 3303 Documentary Studies**3 Semester Credit Hours (3 Lecture Hours)**

Historical and critical study of the non-fictional film with attention to changing technologies, to varying uses and styles of documentary, and to contemporary critical and theoretical issues.

Prerequisite: MEDA 1307.

MEDA 3310 Media Theory and Research**3 Semester Credit Hours (3 Lecture Hours)**

This course is intended to immerse students in the leading theoretical and methodological approaches employed within the field of media studies to gain understating of media texts, popular culture, and audiences. Readings and case studies will offer students insight into the way these media research theories and methods are being used in the field, including their limitations and strengths. A series of assignments will allow students to propose, design, and conduct research projects and analyze data in ways that engage with a variety of theories.

Prerequisite: MEDA 1307.

MEDA 3313 Intermediate Production: Documentary**3 Semester Credit Hours (3 Lecture Hours)**

Principles and techniques of media production with a focus on non-fiction filmmaking.

Prerequisite: MEDA 1380.

MEDA 3314 Multimedia Journalism**3 Semester Credit Hours (3 Lecture Hours)**

This course is designed to strengthen students' digital journalism skills, including field-based news gathering and reporting, on-air performance, interviewing techniques, live reporting, and podcasting. The course will prepare students for modern-based multimedia journalism outside of the studio.

MEDA 3316 Intermediate Production: Narrative**3 Semester Credit Hours (3 Lecture Hours)**

Principles and techniques of media production with a focus on fictional narrative filmmaking.

Prerequisite: MEDA 1380.

MEDA 3317 Intermediate Postproduction**3 Semester Credit Hours (3 Lecture Hours)**

Intensive instruction in advanced postproduction software, postproduction workflows and editing techniques for moving images.

Prerequisite: MEDA 1315.

MEDA 3318 Cross-Platform Editing & Layout**3 Semester Credit Hours (3 Lecture Hours)**

This course will teach the principles of copy editing, with an emphasis on accuracy and fairness, as well as the principles of layout and design for print and web publications.

Prerequisite: MEDA 2311.

MEDA 3340 Photojournalism**3 Semester Credit Hours (3 Lecture Hours)**

This course will instruct on photojournalism skills and methods for use in visual communication. It will examine ethical and legal limitations to photography and in editing. Student work in this class will be eligible for possible publication in the student newspaper or its accompanying website.

MEDA 3351 Screen Comedy**3 Semester Credit Hours (3 Lecture Hours)**

Examination of the varieties of screen comedy, from silent comedy to contemporary forms, with some attention to the history and theory of comic performance.

Prerequisite: MEDA 1307.

MEDA 3360 Screenplay Writing**3 Semester Credit Hours (3 Lecture Hours)**

Writing and analysis of the screenplay for narrative fictional films. Writing projects include problem-solving exercises and work on an original screenplay. Course can be repeated for credit.

Prerequisite: MEDA 1380.

MEDA 3361 Sports Writing**3 Semester Credit Hours (3 Lecture Hours)**

This course will teach the elements of sports writing and reporting to include interviewing and writing to cover different aspects of sports coverage. This course will address content for print, Internet, radio and television. Campus-related sports assignments will be eligible for publication in the student newspaper and its accompanying website.

MEDA 3380 New Media and Communication**3 Semester Credit Hours (3 Lecture Hours)**

Examines how new media technologies impact society and change communication practices. Particular emphasis placed on different modes of cultural expression and social interaction made possible through digital media and the Internet.

MEDA 4305 Media Promotion and Paratexts**3 Semester Credit Hours (3 Lecture Hours)**

Examination of how paratexts promote and support media texts such as movies and television programs, including advertising, generating revenue, and expanding the textual universe of those media. Students will learn and analyze how paratexts function from industry, storyteller, and fan perspectives, as well as learn and utilize basic design techniques to create their own paratexts such as movie posters and sequential art.

MEDA 4308 Commercial Production**3 Semester Credit Hours (3 Lecture Hours)**

Advanced techniques in the creation of client based commercial media content with a focus on conceptualization, production, and delivery of a commercial, PSA, or corporate video project.

Prerequisite: MEDA 1380.

MEDA 4310 Advanced Production: Documentary**3 Semester Credit Hours (3 Lecture Hours)**

Advanced techniques in the creation of documentary media content with a focus on conceptualization, production, and distribution of a short documentary film. Course can be repeated once for credit. This course serves as a capstone for the Media Production Track.

Prerequisite: MEDA 1315, 2303, 3313 and 3360.

MEDA 4312 Advanced Production: Narrative**3 Semester Credit Hours (3 Lecture Hours)**

Advanced techniques in the creation of narrative media content with a focus on scripting, production, and distribution of a short narrative film. Course can be repeated once for credit. This course serves as a capstone for the Media Production Track.

Prerequisite: MEDA 1315, 2303, 3316 and 3360.

MEDA 4317 Advanced Postproduction**3 Semester Credit Hours (3 Lecture Hours)**

Conceptualization and execution of digital media projects using visual effects, motion graphics and composition through the creation of video, animation, special effects and more using Adobe's After Effects postproduction software.

Prerequisite: MEDA 3317.

MEDA 4340 Advertising Criticism**3 Semester Credit Hours (3 Lecture Hours)**

The examination of advertising history through critical and cultural approaches.

MEDA 4341 First Amendment and Ethical Issues in the Media**3 Semester Credit Hours (3 Lecture Hours)**

Study of legal and ethical issues in mediated communication, including the First Amendment and free speech, control, and regulation of broadcasting, obscenity in the media.

Prerequisite: MEDA 1307.

MEDA 4342 Global Media and International Communication**3 Semester Credit Hours (3 Lecture Hours)**

Examines global media in the context of international communication, diversity of media and cultural production, styles of media practices abroad, including differences between U.S. news values and ethical and moral dimensions across differing societies of the world.

Prerequisite: MEDA 1307.

MEDA 4343 News Publication**3 Semester Credit Hours (3 Lecture Hours)**

This course will be a hands-on newsroom experience with the student newspaper the *Island Waves* and its accompanying website. Individual assignments will be assigned by editors of the student media.

Assignments may include writing, advertising, photography, cartooning and video production and editing. Students are required to work on the staff of the official college publication during prescribed hours under faculty supervision.

Prerequisite: MEDA 2311.

MEDA 4370 Advanced New Media Project**3 Semester Credit Hours (3 Lecture Hours)**

As the capstone course for the New Media Arts Certificate, this course guides students through the planning, development, and execution of new media-based project.

Prerequisite: ARTS 2356, MEDA 2313 and 1315.

MEDA 4381 Senior Seminar in Media Studies**3 Semester Credit Hours (3 Lecture Hours)**

The capstone course for seniors in the Media Studies offers opportunities to synthesize information learned in other Media Studies courses through in-depth study of a particular topic. Students will demonstrate their abilities to think and write critically, and to conduct independent research or produce media projects at an advanced level. Topics vary by instructor.

Prerequisite: MEDA 1307.

MEDA 4390 Topics in Media Arts**3 Semester Credit Hours (3 Lecture Hours)**

Study of specialized topics and themes in media arts. May be repeated when topics vary.

MEDA 4396 Directed Individual Study**1-3 Semester Credit Hours**

See College description. By application. Only 3 semester hours of Directed Individual Study credit may be counted toward the major.

MEDA 4399 Media Arts Internship

3 Semester Credit Hours

Practical experience in the field through placement in a media internship position. Students interested in applying for the internship course must have a minimum cumulative GPA of 3.0; have at least junior standing at the university; be a media arts (media studies or media production emphasis) major or digital journalism minor; have completed at least 12 hours of coursework in the major or minor at TAMU-CC. Preferred applicants will have a minimum media arts or digital journalism GPA of 3.25. Course may be taken three times for credit; however only 3 semester hours of internship credit may be counted toward the major. A second internship may apply to the digital journalism minor; a third internship may be used as a free elective. Authorization to repeat the internship course is contingent on the students' successful completion of the previous internship experience. This course is graded Credit/No Credit.