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

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Curriculum Program</td>
<td>42</td>
</tr>
<tr>
<td>First-Year Seminars (when applicable)</td>
<td>0-2</td>
</tr>
<tr>
<td>Media Arts Major Requirements</td>
<td>39-45</td>
</tr>
<tr>
<td>Electives</td>
<td>33-27</td>
</tr>
<tr>
<td>Foreign Language Requirements</td>
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</table>

Total Credit Hours 120-122

Program Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Full-time, First-year Students</td>
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<tr>
<td>UNIV 1101</td>
<td>University Seminar I</td>
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<tr>
<td>UNIV 1102</td>
<td>University Seminar II</td>
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<tr>
<td>Media Arts Core Courses</td>
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<tr>
<td>MEDA 1307</td>
<td>Media and Society</td>
<td>3</td>
</tr>
<tr>
<td>MEDA 1380</td>
<td>Introduction to Media Production</td>
<td>3</td>
</tr>
<tr>
<td>MEDA 2366</td>
<td>Media Forms</td>
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</tr>
<tr>
<td>MEDA 2367</td>
<td>Media Industries</td>
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</tr>
<tr>
<td>Emphasis</td>
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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. 33-27

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

Total Hours 122

Media Studies Emphasis

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDA 3310</td>
<td>Media Theory and Research</td>
<td>3</td>
</tr>
<tr>
<td>MEDA 3380</td>
<td>New Media and Communication</td>
<td>3</td>
</tr>
<tr>
<td>MEDA 4381</td>
<td>Senior Seminar in Media Studies</td>
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Select one of the following: 3

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>MEDA 2311</td>
<td>Media Writing</td>
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</tr>
<tr>
<td>MEDA 2350</td>
<td>Media Performance</td>
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<tr>
<td>MEDA 3360</td>
<td>Screenplay Writing</td>
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Select one of the following: 3

<table>
<thead>
<tr>
<th>Code</th>
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<th>Hours</th>
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<tbody>
<tr>
<td>MEDA 3301</td>
<td>Television Criticism</td>
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</tr>
<tr>
<td>MEDA 3302</td>
<td>Film Criticism</td>
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Media Studies Electives

Select four of the following courses not already taken to fulfill other requirements: 12

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>MEDA 1315</td>
<td>Editing</td>
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<tr>
<td>MEDA 2311</td>
<td>Media Writing</td>
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<td>MEDA 2313</td>
<td>Intermediate Production: Documentary</td>
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<tr>
<td>MEDA 2316</td>
<td>Intermediate Production: Narrative</td>
</tr>
<tr>
<td>MEDA 2350</td>
<td>Media Performance</td>
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<tr>
<td>MEDA 3301</td>
<td>Television Criticism</td>
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<tr>
<td>MEDA 3302</td>
<td>Film Criticism</td>
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<tr>
<td>MEDA 3303</td>
<td>Documentary Studies</td>
</tr>
<tr>
<td>MEDA 3351</td>
<td>Screen Comedy</td>
</tr>
<tr>
<td>MEDA 3360</td>
<td>Screenplay Writing</td>
</tr>
<tr>
<td>MEDA 4305</td>
<td>Interpreting and Making the Visual Culture of Hollywood</td>
</tr>
<tr>
<td>MEDA 4340</td>
<td>Advertising Criticism</td>
</tr>
<tr>
<td>MEDA 4341</td>
<td>First Amendment and Ethical Issues in the Media</td>
</tr>
<tr>
<td>MEDA 4342</td>
<td>Global Media and International Communication</td>
</tr>
<tr>
<td>MEDA 4390</td>
<td>Topics in Media Arts</td>
</tr>
<tr>
<td>MEDA 4396</td>
<td>Directed Individual Study</td>
</tr>
<tr>
<td>MEDA 4399</td>
<td>Media Arts Internship</td>
</tr>
<tr>
<td>MEDA 2315</td>
<td>News Reporting</td>
</tr>
<tr>
<td>MEDA 3318</td>
<td>Editing &amp; Layout</td>
</tr>
<tr>
<td>MEDA 3340</td>
<td>Photojournalism</td>
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Total Hours 27

Media Production Emphasis

<table>
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<tbody>
<tr>
<td>MEDA 1315</td>
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<tr>
<td>MEDA 2313</td>
<td>Intermediate Production: Documentary</td>
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Select one of the following:

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>MEDA 1307</td>
<td>Media and Society</td>
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<tr>
<td>MEDA 1380</td>
<td>Introduction to Media Production</td>
</tr>
<tr>
<td>MEDA 2366</td>
<td>Media Forms</td>
</tr>
<tr>
<td>MEDA 2367</td>
<td>Media Industries</td>
</tr>
</tbody>
</table>

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)
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MEDA 2316</td>
<td>Intermediate Production: Narrative</td>
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<tr>
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<td>Advanced Postproduction</td>
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**Capstone**

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>MEDA 4310</td>
<td>Advanced Production: Documentary</td>
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<tr>
<td>or MEDA 4312</td>
<td>Advanced Production: Narrative</td>
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**Media Production Electives**

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ARTS 2356</td>
<td>Photography I</td>
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<tr>
<td>GRDS 1301</td>
<td>Foundations of Graphic Design</td>
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<td>MEDA 3301</td>
<td>Television Criticism</td>
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<td>Film Criticism</td>
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<td>MEDA 3303</td>
<td>Documentary Studies</td>
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<td>MEDA 3314</td>
<td>Multimedia Journalism</td>
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<td>MEDA 3340</td>
<td>Photojournalism</td>
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<td>MEDA 3351</td>
<td>Screen Comedy</td>
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<td>MEDA 3360</td>
<td>Screenplay Writing</td>
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</tr>
<tr>
<td>MEDA 3380</td>
<td>New Media and Communication</td>
<td></td>
</tr>
<tr>
<td>MEDA 4305</td>
<td>Interpreting and Making the Visual Culture of Hollywood</td>
<td></td>
</tr>
<tr>
<td>MEDA 4308</td>
<td>Advanced Production: Commercial</td>
<td></td>
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<tr>
<td>MEDA 4310</td>
<td>Advanced Production: Documentary</td>
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</tr>
<tr>
<td>MEDA 4312</td>
<td>Advanced Production: Narrative</td>
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<tr>
<td>MEDA 4317</td>
<td>After Effects</td>
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<td>MEDA 4341</td>
<td>First Amendment and Ethical Issues in the Media</td>
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<td>Media Arts Internship</td>
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<td>MEDA 2311</td>
<td>Media Writing</td>
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<td>News Reporting</td>
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<td>MEDA 3318</td>
<td>Editing &amp; Layout</td>
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<tr>
<td>THEA 1351</td>
<td>Acting I</td>
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</table>

**Total Hours** 33

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 each may each be repeated once for credit.

### Course Sequencing

#### Media Studies

**First Year**

<table>
<thead>
<tr>
<th>Semester</th>
<th>Hours</th>
</tr>
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<tbody>
<tr>
<td>Fall</td>
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**Second Year**

<table>
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<th>Hours</th>
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<tr>
<td>Spring</td>
<td>15</td>
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</table>

**Third Year**

<table>
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<th>Hours</th>
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<tbody>
<tr>
<td>Fall</td>
<td>15</td>
</tr>
<tr>
<td>Spring</td>
<td>15</td>
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**Fourth Year**

<table>
<thead>
<tr>
<th>Semester</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Fall</td>
<td>15</td>
</tr>
<tr>
<td>Spring</td>
<td>15</td>
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1. University Core Curriculum
2. University Core Curriculum
3. University Core Curriculum
4. UNIV 1102 University Seminar II
5. MEDA 1307 Media and Society
6. MEDA 1380 Introduction to Media Production
Upper Division Elective 3
Upper Division Elective 3
Elective of choice 3

Hours 15

Total Hours 122

Media Production

First Year

Fall
University Core Curriculum 3
University Core Curriculum 3
University Core Curriculum 3
UNIV 1101 University Seminar I 1
MEDA 1305 Film and Culture 3
MEDA 1380 Introduction to Media Production 3

Hours 16

Spring
University Core Curriculum 3
University Core Curriculum 3
University Core Curriculum 3
UNIV 1102 University Seminar II 1
MEDA 1307 Media and Society 3
MEDA 1315 Editing 3

Hours 16

Second Year

Fall
University Core Curriculum 3
University Core Curriculum 3
MEDA 2366 Media Forms 3
MEDA 2316 Intermediate Production: Narrative 3
Foreign Language Requirements 3

Hours 15

Spring
University Core Curriculum 3
University Core Curriculum 3
MEDA 2367 Media Industries 3
MEDA 2313 Intermediate Production: Documentary 3
Foreign Language Requirements 3

Hours 15

Third Year

Fall
University Core Curriculum 3
University Core Curriculum 3
MEDA 3317 Advanced Postproduction 3
MEDA 3351 Screen Comedy 3
MEDA 3301 Television Criticism 3

Hours 15

Spring
University Core Curriculum 3
MEDA 4312 Advanced Production: Narrative 3
MEDA 4317 After Effects 3
MEDA 3360 Screenplay Writing 3
MEDA 3303 Documentary Studies 3

Hours 15

Fourth Year

Fall
MEDA 4310 Advanced Production: Documentary 3
Upper Division Elective 3
Upper Division Elective 3
Upper Division Elective 3

Hours 15

Spring
MEDA 4312 Advanced Production: Narrative 3
Upper Division Elective 3
Upper Division Elective 3
MEDA 3340 Photojournalism 3

Elective of choice 1

Hours 13

Total Hours 120

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.

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 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 2313 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 1315 and 1380).
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 understanding of media texts, popular culture, and audiences. Closely affiliated with cultural studies, qualitative research methods will be a primary focus. Readings and case studies will offer students insight into the way these methods are being used in the field, including their limitations and strengths. A series of assignments will allow them to propose, design, and conduct multiple sample research projects and analyze data in ways that engage with a variety of theories.

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 3317 Advanced 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 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.

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  Interpreting and Making the Visual Culture of Hollywood
3 Semester Credit Hours (3 Lecture Hours)
This course examines the visual culture of Hollywood media production
in a focused context, such as during a particular decade, or in relation to
a particular genre, star, or cultural topic. The visual culture studied will
include not just primary media texts such as films or television programs,
but also posters, trailers, and other promotional materials, as well as
visual culture not produced directly by the media industries, such as
contemporary art. Students will learn and utilize basic design techniques
to create their own artwork related to these materials, including movie
posters, album covers, and sequential art. As resources and equipment
availability allow, these designs will be produced using techniques
including print-making.

MEDA 4308  Advanced Production: Commercial
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 1315, 2313 and 2316).

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 2313.

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 2316.

MEDA 4317  After Effects
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 1315.

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.

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 and 3310.

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
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. All applicants must solicit a recommendation form from a
Department of Communication and Media faculty member. 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.