

Eastern Oregon University

Media Arts

Participating Programs: Media Arts is an interdisciplinary degree program delivered by faculty from the following programs:

- Art
- Computer Science and Multimedia
- English/Writing
- Music
- Theatre

PROGRAM OBJECTIVES

Eastern Oregon University offers an interdisciplinary Media Arts program with three distinct concentrations leading to a Bachelor of Sciences or a Bachelor of Arts degree.

Concentration Options

- Digital Media (B.A. or B.S.)
- Journalism (B.A. or B.S.)
- Film Production

A Major in Media Arts gives students foundational preparation

for understanding and analyzing the aesthetic, theoretical, and digital paradigms that inform a wide range of media. The Media Arts program emphasizes the intersection of aural, technological, textual, and visual literacies within the interdisciplinary liberal arts programs involved. Students are prepared for entry into media-oriented fields such as journalism, broadcast writing, scriptwriting, film and multimedia production, audio production, web-authoring, and advertising, or for entry into more specialized graduate programs in film, communication, or multimedia.

The three concentration areas share a common core of courses designed to give students a firm foundation in film and music aesthetics, visual composition, the production and layout of image and text, and multimedia applications. All concentrations are anchored by the “common core,” which emphasizes acquisition of multiple literacies involved in media construction. The shared core also requires Senior-level students to seek practicum or internship credits in various media enterprises (student and city newspapers, school and city radio stations, campus and local teleproductions,

and area multimedia businesses). Practica and internships will enable students to gain experience in their areas of concentration prior to graduation.

LEARNING OUTCOMES

Learning outcomes for each concentration are distinct but related.

1. Content Knowledge: Demonstrate mastery of content in area of concentration (Digital Media, Journalism, or Film Production)
2. Critical Thinking: Demonstrate through critical thinking an understanding of the history of mass media and communication.
3. Inquiry and Analysis: Demonstrate inquiry and analysis on media products.
4. Integrated and Applied Learning: Integrate and apply the aesthetic and formal principles of media in media products.

In addition, each concentration emphasizes the cognitive syntheses between aural, oral, visual, and textual literacies as follows:

A. Digital Media: Upon completion of the degree, students should be able to:

- Formally and critically analyze media projects in both oral and written format.
- Demonstrate understanding of the principles of effective media design.
- Demonstrate effective implementation of appropriate digital media.
- Exhibit skills in design and development of text, graphic and web content for new media and other applications.
- Exhibit and demonstrate an understanding of information hierarchy and interactive systems in visual and written communications.

B. Journalism: Upon completion of the degree, students should be able to:

- Demonstrate an understanding of the history of mass media and communication.
- Demonstrate interviewing, reporting and editing skills.
- Write copy for newspapers.
- Write copy for news broadcasts.
- Demonstrate applicable skills in multimedia software.

C. Film Production - Upon completion of the degree, students should be able to:

- demonstrate proficiency with filmmaking equipment and software.

- describe the history and evolution of the various modes of film production and the effect of digital technology on the medium.

- describe the various phases of the filmmaking process from script development, and pre-visualization, to post production and digital distribution.

- understand methods and processes related to each phase of digital production.

- describe the various specialized jobs of filmmaking crew with emphasis on areas specifically related to digital production, post-production, and digital distribution.

- make films with attention to established modes and methods of production

- write, direct, and edit a short film

MEANS OF ASSESSMENT

Student learning will be assessed using any combination of methods appropriate to the concentration area, including but not limited to:

- Critical essays
- Learning essays
- Feature stories
- Editorials
- News Articles
- News Broadcasts
- Tests
- Multimedia projects
- Multigenre projects
- Art-Multimedia projects
- Visual literacy essays
- Sequenced skill-building assignments in image, sound, and text
- Audience analysis
- Image analysis
- Bringing a project together: cognitive synthesis essays
- Storyboards
- Scripts for film and other media
- Film: narrative, documentary, experimental

REQUIREMENTS FOR THE MAJOR IN MEDIA ARTS

1. Admission to the Media Arts program may be achieved by meeting the following requirements:

a. complete at least 45 credits of college work with a GPA of 2.00 or better;

b. complete two courses in the Common Core, and MM 225 with a grade of "C-" or better;

2. Complete EOU graduation requirements.

3. Complete the institutional math requirement for the B.S. and for the B.A.

4. Complete the foreign language requirement for the B.A.

5. Although a C- is acceptable for individual courses, accumulative 2.0 GPA is required for Media Arts Program Requirements overall.

6. Complete the 200 and 300 level Common Core* courses by the end of the Sophomore year, if possible.

Common Core*

ART 206 Art History III (3)

MA 260 Foundations of Mass Media (4)

MM 125 Foundations of Digital Media (3)

ART 260 Beginning Photography (4)

WR 330 Electronic Word (3)

MA 409 Practicum (minimum 2 credits) (1-12)

MA 403 Capstone (3)

22 credits

Concentration Areas

A. Digital Media Required:

MM 315 Multimedia Design (3)

MM 252 Introduction to Web Authoring (3)

MM 364 Film Production (3)

Choose a minimum of 30 credits from the following, with at least 11 credits from ART and 17 credits from CS/MM; with MM or ART faculty adviser consent, students may substitute 310 and 410 courses that have significant art and multimedia content; a minimum of 15 credits must be from upper-division.

MUS 140 Electronic Music (2)

CS 161 Foundations of Computer Science I (4)

CS 162 Foundations of Computer Science II (4)

ART 207 or **307** Seminar (1-4)

ART 227 Graphics (4)

ART 220 Design II (4)

ART 243 Beginning Serigraphy (4)

ART 290 or **291** Beginning Sculpture (4)

ART 330 Life Drawing (4)

MM 319 Multimedia Programming (3)

MM 327 Introduction to Computer Graphics Applications (3)

ART 343 Serigraphy (4)

ART 344 Digital Processes in Printmaking (4)

MM 350 Multimedia Theory (3)

MM 360 3-D Graphics and Animation (3)

ART 360 Advanced Photography (4)

ART 364 Film Production (4)

ART 365 Videography (4)

ART 366 Studio Photography (4)

MM 362 Digital Audio Production (3)

MM 364 Film Production (3)

MM 366 Video Post-Production (4)

ART 371 Ceramic Sculpture (4)

CS 370 User Interface Design (3)

MM 407 Seminar (1-4)

MM 420 Multimedia Simulation (3)

MM 426 Individual Projects (1-4)

ART 426 Individual Studies in Art (1-3)

MM 452 Advanced Web Authoring (3)

39 credits (minimum)

B. Journalism Concentration Requirements:

Students may not obtain a minor and a concentration in the same area.

1. Complete Media Arts Core.

2. Required Courses*

WR 230 Newswriting/Reporting (4)

MA 360 Media Theory (4) (offered every other year)

After completes of WR 230, students are expected to write for The Voice, the student newspaper to obtain practical experience. Students may also obtain WR 409 practicum credits by writing for The Voice.

3. Choose a minimum of 30 credits from the following, with at least 15 credits from upper division; with WR faculty adviser consent, students may substitute 310 and 410 credits that carry significant media and MM content; students are encouraged to take the intact course in FM Broadcasting, SCI 2001.

WR 222 Argumentation (3)

MM 252 Intro to Web Authoring (3)

WR 331 Advanced Newswriting (4)

WR 351 Professional Editing and Publishing (3)*

WR 371 Feature Writing (4)*

ART 364 Digital Photography (4)

MM 362 Digital Audio Production (3)

MM 364 Film Production (3)

MM 366 Video Post-Production (4)

BA 312 Principles of Marketing (5)

WR 460 Public Broadcast Writing (4)*

BA 464 Promotional Strategy (5)

*Offered every other year.

38 credits (minimum)

C. Film Production Required:

THEA 250 Acting I (4)

ENGL 195 Introduction to Film (4)

WR 243 Screenwriting Fundamentals (3)

ENGL 199 World Cinema (4)

ENGL 207 Applied Film Criticism (4)

MM 264 Introduction to Filmmaking (3)

MM 364 Film Production (3)

MM 366 Video Post Production (4)

MA 404 Capstone Film Production (2)

MA 405 Capstone Post Production (2)

32 Credits (minimum)

Complete at least 12 credits from the following elective courses of which at least 9 credits should be upper level. Students are encouraged to follow outlined sequences.

Lighting:

ART 366 Studio Photography (4)

THEA 265 Technical Thea Lighting (3)

THEA 334 Light Design (3)

THEA 335 Adv. Light Design (3)

Production Design:

THEA 264 Technical Thea: Set Construction (3)

THEA 324 Scene Design (3)

THEA 325 Adv. Scene Design (3)

Costume Design:

THEA 266 Technical Thea: Costume (3)

THEA 344 Costume Design (3)

THEA 345 Adv. Costume Design (3)

Digital Effects:

MM 368 2D Digital Animation (3)

MM 360 3D Graphics & Animation (3)

MM 460 Adv. 3D Graphics & Animation (3)

44 credits (minimum)

REQUIREMENTS FOR THE DIGITAL MEDIA MINOR

(Students may not get a minor and a concentration in the same area.)

1. A minimum of 30 credits with grades of "S," "C-," or better, of which 15 credits must be upper division.

2. A minimum of "C-" or better is required in each course counting toward the minor, but a cumulative GPA of 2.00 is required for completion of the minor.

Completion of 9 credits (minimum) from the following:

ART 206 Art History (3)

ART 260 Beginning Photography (4)

MA 260 Found. Of Mass Media (4)

MM 125 Foundations of Digital Media (3)

WR 330 The Electronic Word (3)

Completion of 21 credits (minimum) from the following:

Required:

ART 227 Graphics (4)

MM 315 Multimedia Design (3)

MM 252 Introduction to Web Authoring (3)

MM 327 Intro Computer Graphics Applications (3)

Electives:

ART 220 Design II (4)

ART 290 or **291** Beginning Sculpture (4)

ART 307 Seminar (2)

ART 330 Life Drawing (4)

ART 342 Lithography (4)

ART 360 Adv Photography (4)

ART 364 Digital Photography (4)

ART 365 Videography (4)

ART 371 Ceramic Sculpture (4)

ART 426 Individual Studies in Art (1-4)

CS 370 User Interface Design (3)

MM 319 Multimedia Programming (3)

MM 350 Multimedia Theory (3)

MM 360 3-D Graphics and Animation (3)

MM 362 Digital Audio Production (3)

MM 364 Film Production (3)

MM 366 Video Post Production (4)

MM 407 Seminar (1-4)

MM 420 Multimedia Simulation (3)

MM 426 Individual Projects (1-4)

MM 452 Advanced Web Authoring (3)

REQUIREMENTS FOR THE JOURNALISM MINOR

(Students may not get a minor and a concentration in the same area.)

1. A minimum of 30 credits with grades of "S," "C-," or better, of which 15 credits must be upper division.

2. A minimum of "C-" or better is required in each course counting toward the minor, but a cumulative GPA of 2.00 is required for completion of the minor.

Completion of 9 credits (minimum) from the following:

ART 206 Art History (3)

ART 260 Beginning Photography (4)

MA 260 Found of Mass Media (4)

MM 125 Foundations of Digital Media (3)

WR 330 The Electronic Word (3)

Completion of 21 credits (minimum) from the following:

Required:

WR 230 Newswriting and Reporting (4)

Electives:

ART 363 Photojournalism (4)

ART 364 Digital Photography (4)

BA 312 Principles of Marketing (5)

BA 464 Promotional Strategy (5)

MM 252 Intro to Web Authoring (3)

MM 362 Digital Audio Production (3)

MM 364 Film Production (3)

MM 366 Video Post Production (4)

WR 222 Argumentation (3)

WR 331 Advanced Newswriting (4)

WR 351 Professional Editing and Publishing (3)

WR 460 Public Broadcast Writing (4)

COMMUNICATION MINOR

PROGRAM OBJECTIVES

The Communication Minor at EOU has a multidisciplinary focus that includes speech, sociology, multi-media and writing courses. Electives can be chosen from business, multi-media, speech writing and media arts. Communication graduates often work in firms that include advertising agencies, corporations, nonprofit organizations, and government agencies as well as journalism, media production, and broadcasting fields. This minor offers a hands-on, active learning approach to the verbal and written effects of personal perception affecting the quality and effectiveness of communication.

LEARNING OUTCOMES

- To have an excellent understanding of the role of communication in critical thinking and decision making
- To be able to determine the selection of appropriate and effective channels and media for communication
- To be able to evaluate, analyze and adapt to different contexts (situations, occasions, settings)
- To have the ability to influence the audience and the situation with communication choices

MEANS OF ASSESSMENT

Many tools are used in assessing student learning in this minor due to its multi-disciplinary nature. Core requirements are designed to assess students' ability to apply fundamental concepts and problem-solving skills to communicate in order to make them responsible and reflective in a diverse and interconnected world.

REQUIREMENTS FOR THE MINOR IN COMMUNICATIONS

1. A minimum of 30 graded credits are required for this minor.

Required:

SPCH 111 Interpersonal Communication (3)

SPCH 112 Public Speaking (3)

SOC 344 Selling the News (2)

MM 125 Foundations of Digital Media (3)

WR 222 Argumentation (3)

Total Core Credits 14

Electives:

Students must take at least 16 hours from the list of electives, at least 13 of which must be upper division courses. Please note that by selecting electives carefully, the student can emphasize particular interests such as business or media.

MM 252 Introduction to Web Authoring (3)

MA 260 Foundations of Mass Media (4)

WR 230 Newswriting and Reporting (4)

BA 312 Principles of Marketing (5)

WR 320 Professional Writing (3)

SPCH 320 Speaking in the Modern Org (3)

WR 329 Grant Writing (1)

SPCH 325 Intercultural Communication (2)

SPCH 330 Are You Listening (3)

WR 330 Electronic Word (3)

SPCH 340 Interviewing (3)

WR 460 Public Broadcast Writing (4)

SSCI 2001 INTACT FM Broadcasting I (1)

With permission of the student's faculty adviser, a course with a strong communication component may be substituted for an elective.

2. A minimum GPA of 2.00 is required for courses counting toward the minor.

3. A grade of "C-" or better in each course counting toward the minor.

4. A minimum of 10 hours counting toward the minor must be from Eastern Oregon University.

TYPICAL FIRST YEAR CURRICULUM**Fall**

SPCH 111 Interpersonal Communication (3)

General Ed or Elective Courses (9)

Winter

SPCH 112 Public Speaking (3)

General Ed or Elective Courses (9)

Spring

General Ed or Elective Courses (12)

TYPICAL SECOND YEAR CURRICULUM**Fall**

WR 222 Argumentation (3)

MM 125 Foundations of Digital Media (3)

General Ed or Elective Courses (6)

Winter

SOC 344 Selling the News (2)

General Ed or Elective Courses (10)

Spring

General Ed or Elective Courses (12)

TYPICAL THIRD YEAR CURRICULUM**Fall**

Elective Communications Courses (12)

Winter

Elective Communication Courses (12)

Spring

Elective Communication Courses (12)

TYPICAL FOURTH YEAR CURRICULUM**Fall**

Elective Communication Courses (12)

Winter

Elective Communication Courses (12)

Spring

Elective Communication Courses (12)

TYPICAL FOUR YEAR CURRICULUM**Digital Media Concentration**

(Students may not get a minor and a concentration in the same area.) Digital Media students are expected to take 12 credits from Art and 19 credits from CS/MM; with MM or Art faculty adviser consent, students may substitute 310 and 410 courses that have significant art and multimedia content; a minimum of 15 credits must be from upper division.

TYPICAL FIRST YEAR CURRICULUM ***Fall**

ART 101 Foundations of Visual Literacy (4) or

Prerequisites, General Ed and Electives (8)

MM 225 Intro Multimedia Development (3)

Winter

ENGL 195 Intro. to Film (4)

ART 260 Beginning Photography (4)

Prerequisites, General Ed and Electives (7)

Spring

ART 120 Design I (4)

Prerequisites, General Ed and Electives (11)

*Many 200 and 300 level classes are offered several times per year, allowing students to tailor their programs the first

and second year to best fit their interests and schedules.

TYPICAL SECOND YEAR CURRICULUM

Fall

MM 225 Intro to Multimedia Development (3)

MM 252 Intro to Web Authoring (3)

MA 260 Foundations of Mass Media (4)

General Ed and Electives (5)

Winter

ART 227 Graphics (4)

MM 327 Intro Computer Graphics Appl (3)

MM 352 Intermediate Web Authoring (3)

General Ed and Electives (5)

Spring

ART 220 Art History III (4)

MM 452 Adv. Web Authoring (3)

General Ed and Electives (8)

TYPICAL THIRD YEAR CURRICULUM **

Fall

MM 315 Multimedia Design (3)

ART 330 Life Drawing (4)

General Ed and Electives (6)

Winter

MM 319 Multimedia Programming (3)

MM 362 Digital Audio Production (3)

MM 360 3D Graphics and Animation (3)

ART 360 Advanced Photography (4)

General Ed and Electives (var)

Spring

MM 350 Multimedia Theory (3)

MM 419 Adv Multimedia Programming (3)

MM 452 Adv Web Authoring (3)

MM 460 Adv. 3D Graphics and Animation (3)

General Ed and Electives (3)

**Junior and Senior level students should tailor their MA programs with classes in their specific areas of interest (Multimedia, Internet Development, Broadcast Media, etc.).

TYPICAL FOURTH YEAR CURRICULUM

Fall

MM/ART 426 Independent Study (3)

Major concentration courses (12)

Winter

MA 409 Practicum (4)

Major concentration courses (11)

Spring

MA 403 Capstone (3)

Major concentration courses (12)

TYPICAL FOUR YEAR CURRICULUM

Film Production Concentration

TYPICAL FIRST YEAR CURRICULUM

Fall

ENGL 195 Introduction to Film (4)

MM 125 Foundations of Digital Media (3)

General Ed and Electives (8)

Winter

ART 260 Beginning Photography (4)

General Ed and Electives (11)

Spring

ENGL 199 World Cinema (4)

THEA 265 Tech TA: Lighting (3)

General Ed and Electives (8)

TYPICAL SECOND YEAR CURRICULUM

Fall

MA 260 Foundations of Mass Media (4)

MA 207 Applied Film Criticism (3)

General Ed and Electives (8)

Winter

WR 330 Electronic Word (3)

ART 360 Studio Photography (4)

General Ed and Electives (8)

Spring

ART 206 Art History III (3)

General Ed and Electives (12)

TYPICAL THIRD YEAR CURRICULUM

Fall

MM 264 Introduction to Filmmaking (3)

THEA 250 Acting I (4)

General Education and Electives (8)

Winter

WR 330 Electronic Word (3)

MM 364 Film Production (3)

General Ed and Electives (11)

Spring

WR 243 Screenwriting Fundamentals (3)

MM 366 Video Post-Production (4)

MA 409 Practicum (4)

General Ed and Electives (8)

TYPICAL FOURTH YEAR CURRICULUM

Fall

MA 368 2D Digital Animation (3)

MA 403 Capstone (3)

General Ed and Electives (11)

Winter

MM 360 3D Graphics and Animation (3)

MA 404 Capstone - Film Production (2)

General Ed and Electives (10)

Spring

MM 360 3-D Graphics and Animation (3)

MA 405 Capstone - Post Production (2)

General Ed and Electives (10)

MEDIA ARTS COURSE DESCRIPTIONS**MA 260 - Foundations Mass Media*SSC Credits: 4.00****Gen Ed Core-Social Sciences**

This course defines the parameters of the concept of mass media and introduces students to the characteristics and major categories of the discipline: newspaper and other print media, television, radio, Internet, and other emerging forms of digital media. It introduces students to the technologies that drive (and have driven) these media, to the evolution of those technologies, to the anticipated directions of both traditional and emerging media, and to the possible consequent effects of these developments upon the mass media industry and its consumers. Prerequisites: One college-level writing course (WR 121 or WR 131) and either ART 101 or SPCH 112.

MA 360 - Media Theory Credits: 4.00

This course will provide students with an introduction to the development of mass communication theory. It will illustrate how communicators, messages, audiences and effects are all interrelated - an interrelationship that is necessary for communication, thus establishing that media effects and communicator analysis cannot be separated from message content. Students will be introduced to the application of scientific method to the study and evaluation of the processes and effects of mass communication. Prerequisite: MA 260. Student must have at least sophomore standing to register for this course.

MA 403 - Capstone Credits: 3.00

Students will research, design, and/or produce a media

project which involves aural, technical, textual, and visual literacies in a seminar situation. Prerequisite: Successful completion of 300-level course work, senior level standing, and consent of instructor. Student must have at least junior standing to register for this course.

MA 404 – Capstone Film Production Credits: 2.00

This course continues the development of the final capstone film. The course emphasizes the production phase of the filmmaking process. Students will cast and crew their productions and complete shooting of their film by the end of the term in preparation for the following course, MA 405 Capstone – Post Production. Prerequisite: MA 403.

MA 405 – Capstone Post Production Credits: 2.00

This course continues the development of the final capstone film through post-production. The course emphasizes the post-production phase of the filmmaking process. Students will complete editing, titling, color correcting, mixing, and encoding by the end of the term in preparation for exhibition. Prerequisite: MA 404.

MA 409 - Practicum Credits: 1.00 TO 12.00

Supervised experience in media production available in media or media-related areas of journalism, tele-productions, on- or off-campus radio stations, or area media-publications outlets. Prerequisite: Completion of 300-level work or consent of instructor. Student must have at least junior standing to register for this course.