

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
- Business

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

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

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.

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:

- Create original text, graphics, and other content for Multimedia applications
- Express, analyze, and critique digital media, multimedia, and art products in a variety of formats
- Understand the elements and principles of effective design in media
- Describe how and when to use various digital media
- Design interactive products that contain original data and media elements
- Identify important parameters (file formats, output options, distribution methods) when producing digital media
- Understand content and audience variables in designing interactive products
- Create appropriate outcomes for interactive media products.

B. JOURNALISM:

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

- Understand the history of communication
- Analyze and create arguments in media and advertising
- Develop interviewing and reporting skills and styles
- Create text and graphics for newspapers
- Create scripts for news and public broadcast
- Develop skills in multimedia software
- Design layout for magazine and desktop publishing
- Understand the principles and strategies of entrepreneurial business

C. FILM STUDIES:

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

- Understand the aesthetic principles of film design and production
- Analyze and create elements of film design
- Explore the rhetorical relationships between message, screen, and audience
- Examine the social and cultural ideologies constructed by film
- Understand the structural relationships between text, image, lighting, and sound
- Transfer textual, visual, and aural ideas from theory to practice
- Edit digital video with attention to classical and montage styles and effects
- Edit digital video with attention to audio track

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
- 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

- Video: 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 a 100 level Mathematics requirement for the B.S. or the language requirement for the B.A.

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

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

Common Core*

- MUS 201** The Language & Literature of Music (3)
- MA 260** Foundations of Mass Media (4)
- MM 225** Introduction to Multimedia Development (3)
- ART 261** Beginning Photography (3)
- WR 330** Electronic Word (3)
- MA 409** Practicum (4)
- 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 362** Digital Audio Production (3)

Choose a minimum of 31 credits from the following, with at least 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. WR 243 is a prerequisite for MM 364 and MM 366.

- 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 (3)
- ART 220** Design II (3)
- ART 290 or 291** Beginning Sculpture (3)
- WR 243** Screenwriting Fundamentals (3)
- ART 317** Life Drawing (3)
- MM 319** Multimedia Programming (3)

- MM 327** Introduction to Computer Graphics Applications (3)
- ART 342** Lithography (3)
- MM 350** Multimedia Theory (3)
- MM 360** 3-D Graphics and Animation (3)
- ART 361** Advanced Photography (3)
- MM 364** Digital Video Production (3)
- MM 366** Video Post-Production (3)
- 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 (1-4)
- MM 452** Advanced Web Authoring (3)

40 credits (minimum)

B. JOURNALISM

Required:

- MA 360** Media Theory (4)

Choose a minimum of 36 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 225** Argumentation (3)
- WR 230** Newswriting and Reporting (4)
- MM 315** Multimedia Design (3)
- WR 331** Advanced Newswriting (4)
- WR 351** Professional Editing and Publishing (3)
- ART 361** Advanced Photography (3)
- MM 362** Digital Audio Production (3)
- MM 364** Digital Video Production (3)
- MM 366** Video Post-Production (3)
- BA 312** Principles of Marketing (5)
- WR 460** Public Broadcast Writing (4)
- BA 464** Promotional Strategy (5)

40 credits (minimum)

C. FILM STUDIES

Required:

- ENGL 207** Applied Film Criticism (3)
- ART 206** Art History III (3)

Choose a minimum of 16-24 credits from the following Film Studies offerings; with consent of an ENGL faculty adviser, students may substitute 310 and 410 credits from prefixes across the Arts and Sciences curriculum in which a significant engagement with film texts exists; at least 15 credits must be from upper division. (WR 243 is a prerequisite for MM 364.)

- WR 243** Screenwriting Fundamentals (4)
- ENGL 395** Gender in Literature/Film (4)
- ENGL 322** Historical Literature/Film (4)
- ENGL 339** Literary/Cinematic Genres (3)
- ENGL 390** Multicultural Literature/Film (4)
- ENGL 422** Contemporary Literature/Film (4)
- ENGL 436** Literary/Cinematic Themes (3)
- ENGL 446** Critical Theory (4)

ENGL 448 Major Authors/Auteurs (3)

Choose a minimum of 9-12 credits from THEA and 9-12 credits from MM, for a total of 18-21 credits:

- THEA 250** Acting I (3)
- THEA 325** Adv. Scene Design (3)
- THEA 334** Light Design (3)
- THEA 344** Costume Design (3)
- THEA 352** Acting 6 (3)
- MM 315** Multimedia Design (3)
- MM 327** Introduction to Computer Graphics Applications (3)
- MM 360** 3-D Graphics and Animation (3)
- MM 362** Digital Audio Production (3)
- MM 364** Digital Video Production (3)
- MM 366** Video Post-Production (3)

40 credits (minimum)

REQUIREMENTS FOR THE MINOR IN MEDIA ARTS

Common Core:

Select 3 of 4 based on concentration area:

- MUS 201** Language of Literature of Music (3)
- MA 260** Foundations of Mass Media (4)
- MM 225** Intro. to Multimedia Development (3)
- ART 261** Beginning Photography (3)

8 credits (minimum)

CONCENTRATION AREAS

A. DIGITAL MEDIA

Required:

- ART 227** Graphics (3)
- MM 252** Introduction to Web Authoring (3)
- MM 315** Multimedia Design (3)
- MM 327** Introduction to Computer Graphics Applications (3)

(Choose an additional 10 credits from the ART and MM electives in the Digital Media Concentration for the Major, all of which must be from upper division)

22 credits (minimum)

B. JOURNALISM

Required:

- WR 230** Newswriting and Reporting (4)
- WR 330** Electronic Word (3)

(Choose an additional 15 credits from the Journalism Concentration for the Major, 11 of which must be from upper division)

22 credits (minimum)

C. FILM STUDIES

Required:

- ENGL 207** Applied Film Criticism (3)
- ART 206** Art History III (3)

(Choose an additional 16 credits from the Film Studies Concentration for the Major, all of which must be from upper division)

22 credits (minimum)

TYPICAL FOUR YEAR CURRICULUM: DIGITAL MEDIA CONCENTRATION

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 (5) **or**
ART 120 Design I (5)
MM 225 Intro to Multimedia Development (3)
MUS 201 The Language & Literature of Music (3)
Prerequisites, General Ed and Electives (var)

Winter

ART 207 Seminar (2)
ART 227 Graphics (3)
Prerequisites, General Ed and Electives (10)

Spring

ART 261 Beginning Photography (3)
WR 121 Expos Prose Writing (3)
Prerequisites, General Ed and Electives (9)

*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

CS 161 Foundations of Computing I (4)
MM 210 Selected Topics (3)
MM 252 Web Authoring (3)
MA 260 Foundations of Mass Media (4)
General Ed and Electives (var)

Winter

MM 327 Digital Graphics Applications (3)
MM 352 Intermediate Web Authoring (3)
WR 330 Electronic Word (3)
ART 220 Design II (3)
MM 360 Media Theory (4)
General Ed and Electives (var)

Spring

WR 243 Screenwriting Fundamentals (3)
CS 162 Foundations of Computing II (4)

General Ed and Electives (8)

TYPICAL THIRD YEAR CURRICULUM**

Fall

MM 210 Selected Topics (3)
MM 315 Multimedia Design (3)
MM 317 Life Drawing (3)
General Ed and Electives (6)

Winter

MM 319 Multimedia Programming (3)
MM 362 Digital Audio Production (3)
MM 364 Digital Video Production (3)
ART 361 Advanced Photography (3)
General Ed and Electives (var)

Spring

MM 310 Selected Topics (3)
MM 350 Multimedia Theory (3)
MM 360 3D Graphics and Animation (3)
MM 366 Video Post Production (4)
MM 419 ADV Multimedia Programming (3)
MM 452 ADV Web Authoring (3)
General Ed and Electives (var)

**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: JOURNALISM CONCENTRATION

Journalism students are expected to take 28 credits in addition to 4 credits of WR 331 Advanced Newswriting, MA 360 Media Theory and the Media Arts Core. WR 409 Practicum credits involve writing for *The Voice*, the student newspaper. Work on *The Voice* should begin as soon as WR 230 Newswriting is completed and continue until graduation. Practicum credits (1 or 2 each term) can be substituted for electives.

TYPICAL FIRST-YEAR CURRICULUM¹

Fall

ART 101 Foundations of Visual Literacy (5)
WR 121 or 131 Expository or Exploratory Writing (4)
General Ed and Electives (6)

Winter

ENG 104 Introduction to Literature (4)
WR 230 Newswriting (4) (Or take in the following Fall term)
General Ed and Electives (7)

Spring

ART 261 Beginning Photography (3)
MUS 201 Language & Literature of Music (3)
General Ed and Electives (9)

¹Sometime during the freshman year, the student should include among electives one of the following art courses to fulfill a prerequisite for the required sophomore-year course in photography (ART 261): Art 101 Foundations of Visual Literacy (5); Art 120 Design I (5); Art 129 Drawing and Design Fundamentals (5).

TYPICAL SECOND-YEAR CURRICULUM

Fall

MA 260 Foundations of Mass Media (4)
General Ed and Electives (11)

Winter

WR 225 Argumentation (4)
WR 243 Screenwriting (3) **or**

General Ed and Electives (11)

Spring

WR 331 Advanced Newswriting (4)
MM 225 Introduction to Multimedia Development (3)
General Ed and Electives (8)

TYPICAL THIRD-YEAR CURRICULUM²

Fall

MM 315 Multimedia Design (4)
ART 361 Advanced Photography (3)
General Ed and Electives (8)

Winter

WR 330 Electronic Word (4)
MA 360 Media Theory (4) **or**
WR 460 Public Broadcast Writing (these courses alternate)
MM 364 Digital Video Production (3)
General Ed and Electives (4)

Spring

BA 312 Principles of Marketing (5)

MM 366 Video Post Production (3)
WR 409 Practicum (1-2) (The Voice)
WR 243 Screenwriting (3)
General Ed and Electives (2)

²Junior and Senior level students should tailor their MA programs with classes in their specific areas of interest (Print Journalism, Broadcast Media, etc.).

TYPICAL FOURTH-YEAR CURRICULUM

Fall

BA 464 Promotional Strategy (5)
MM 364 Digital Video Production (3)
WR 409 Practicum (1-2) (The Voice)
General Ed and Electives (4)

Winter

WR 351 Professional Editing and Publishing (3)
WR 460 Public Broadcast Writing (4) **or**
MA 360 Media Theory (these courses alternate)
WR 403 Special Topics (Capstone) (3)
WR 409 Practicum (1-2) (The Voice)
General Ed and Electives (3)

Spring

WR 409 Practicum (1-2)
MA 403 Capstone (3)
General Ed and Electives (12)

TYPICAL FOUR YEAR CURRICULUM: FILM STUDIES CONCENTRATION

Students are expected to take a minimum of 16 credits in ENGL courses with significant film content, 9 credits in THEA, and 9 credits in MM. With ENGL or MM adviser consent, a student may substitute a 310 or 410 course with significant film content.

TYPICAL FIRST YEAR CURRICULUM

Fall

ENGL 195 Introduction to Film (4)
ART 101 Foundations of Visual Literacy (5)
MUS 201 Language & Literature of Music (3)
General Ed and Electives (3)

Winter

WR 121 Expository Writing (4)
MM 225 Intro to MultiMedia Dev (3)
General Ed and Electives (8)

Spring

WR 241 Intro to Imaginative Writing (4)
ART 261 Beginning Photography (3)
General Ed and Electives (9)

TYPICAL SECOND YEAR CURRICULUM

Fall

MA 260 Foundations of Mass Media (4)
General Ed and Electives (11)

Winter

WR 330 Electronic Word (3)
ART 227 Graphics (3)
General Ed and Electives (9)

Spring

ART 206 Art History III (3)
ENGL 207 Applied Film Criticism (3)
WR 243 Screenwriting (3)
General Ed and Electives (6)

TYPICAL THIRD YEAR CURRICULUM

Fall

MM 315 Multimedia Design (3)
MM 362 Digital Audio Production (3)
THEA 324 (or 334) Scene Design (3)
General Education and Electives (6)

Winter

ENGL 390 Multicultural Literature/Film (4)
MM 364 Digital Video Production (3)
MM 327 Introduction to Computer Graphics Applications (3)
THEA 334 (or 324) Light Design (3)
General Ed and Electives (2)

Spring

ENGL 422 Contemporary Literature/Film (4)
MM 366 Digital Video Post-Production (3)
General Ed and Electives (8)

TYPICAL FOURTH YEAR CURRICULUM

Fall

ENGL 395 Gender in Literature/Film (4)
General Ed and Electives (11)

Winter

MA 403 Capstone (3)
ENGL 436 Themes in Literature/Film (3)
General Ed and Electives (9)

Spring

MA 409 Practicum (4)
MM 360 3-D Graphics and Animation (4)
General Ed and Electives (7)

MEDIA ARTS COURSE DESCRIPTIONS

MA 260 - Foundations Mass Media*CO Credits: 4.00

New Gen Ed-Communication

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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman

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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

MA 409 - Practicum Credits: 4.00

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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore