

Media Arts

<http://www.pacificu.edu/as/media>

A major in Media Arts prepares students for careers in a variety of media-related fields including journalism, video, film and multimedia production, public relations, and advertising. The program emphasizes theoretical and social aspects of the media as well as its technical and creative components.

The following MedA courses fulfill the Humanities core requirement:

MedA 110	MedA 301
MedA 112	MedA 302
MedA 120	MedA 401
MedA 220	MedA 422

The Media Arts department offers four majors and five minors:

General Media Studies	(major/minor)
Journalism	(major/minor)
Film & Video	(major/minor)
Integrated Media	(major/minor)
Film Studies	(minor only)

MedA 111 has been a long-time requirement in most of our majors. This course is no longer being offered under the 4-credit system; it is being folded into 112, which remains a foundational course in most of our programs. Students pursuing Media Arts majors under older catalogs should be advised into 112, as it will fulfill both the 111 and 112 requirements for the next few years.

MedA 112 is offered every Spring.

The previous requirement that all students pursuing a major in the Media Arts also have a minor or second major has been dropped as of 2009-2010.

All Media Arts majors require the completion of the two-semester senior project. There are three different senior capstone seminars that are specific to the majors in the department. MedA 491/492 is the yearlong seminar for film and video majors, MedA 493/494 is for integrated media majors, and MedA 497/498 is for *both* journalism and general media majors.

All students majoring in Media Arts are encouraged to seek out and complete an internship (MedA 475 or 480) in their junior or senior year, however internships are not a degree requirement. The 475 course represents the standard college internship course wherein the student begins and completes a 1-4 credit internship experience within an academic term (Fall, Winter, Spring). The 480 course is a seminar course for students

who wish to receive academic credit for an internship experience that has been recently completed or is underway *and* does not "fit" within the timeframe of an academic term.

Prospective media arts majors should be aware that a majority of the courses in the department are offered on a yearly or every-other year basis and that many courses, as indicated below, are offered in a sequential manner. Students need to arrange their schedule so they can advance through the sequences as they are offered.

Film and video majors should be advised that they could spend a semester abroad at York St. John University in York, England studying production. By working with the MedA faculty they can take courses abroad that directly meet or replace requirements in the film and video major.

MAJORS

Integrated Media

Students pursuing a major/minor in integrated media are encouraged to take elective courses in the three fields that are most relevant to the major: computer science, art, and business. Ideally, an IM major would minor or double-major in one of these areas.

There have been a number of catalog changes in integrated media for 2009-2010. The previous requirements for CS 120 and ART 110 have been dropped. Two new courses have been added in the place of CS 120: CS 121, "Our Digital World" and MEDA 122, "Introduction to Digital Media". IM majors need both of these. Since the CS department has not gone to the 4-credit system yet, they may still offer CS 120 in 2009-2010. This course will still count towards the major during the transition.

MedA 260 is the gateway course for nearly all the upper-division courses in the major. This course should be completed *no later* than the Fall term of the junior year. Transfer students, with some prior experience with Web development and digital media can take MedA 122/CS 121 (or CS 120) and MedA 260 concurrently in their first term at Pacific in order to complete the degree in 4 semesters. In most cases these 100-level courses can be waived if the student is transferring credits from another multimedia/web program.

Internships provide students with vital experience and potential employment opportunities. The department maintains a number of internship relations on and off campus, and the Career Development Center also assists in securing internships for students. Students should be encouraged to use the available resources to find an internship by the second semester of their junior year. Integrated media majors may not enroll in either MedA 475/480 until they have completed MedA 305 (offered every Spring). All for-credit internships need to be approved by Mike Geraci before a student can register for either of the internship courses *and* begin working for the host organization.

CS 205, programming for multimedia, is required of all IM majors. It is offered every other Spring term. Students should be made aware of this when planning to study abroad as the class is not easily replaced nor offered on a contract basis.

MedA 360 and MedA 350 are designed to be taken in sequence. The appropriate sequence is MedA 360 in the Fall and MedA 350 in the Spring. Students should not register for MedA 350 without first having taken MedA 360, though there is no prerequisite in place to prevent them from doing so. Exceptions can be made, but they are not recommended.

A traditional four-year schedule for an integrated media major might look like this:

1st year

MEDA 112

MEDA 122

CS 121 (or CS 120 in 2009-2010)

ARTST 117 (if no prior experience in digital imaging)

2nd year

MEDA 260

ART 226

ART 217/218

CS 205 or MEDA 265 (whichever is offered in the Spring)

MEDA 305

3rd year

MEDA 360

MEDA 350

CS 205 or MEDA 265 (whichever is offered in the Spring)

4th year

MEDA 434

MEDA 493/4

Two year plan – (one must obtain instructor's consent to be on this plan)

1st year

Fall: MEDA 122 *if not waived*

CS 121 (or CS 120 in 2009-2010) *if not waived*

MEDA 260

ART 117 *if not waived*

Spring: MEDA 112

ART 226

MEDA 305

CS 205 or MEDA 265 (whichever is offered in the Spring)

ART 217/218

2nd year

Fall: MEDA 493
MEDA 434
MEDA 360

Spring: MEDA 494
CS 205 or MEDA 265 (whichever is offered in the Spring)
MEDA 350

Film and Video

Film Studies Minor

MEDA 120, Survey of Film, is the pre-requisite for all other film studies courses and for MEDA 250, Elements of Production. MEDA 120 is offered every Fall semester. Film studies courses are offered across campus from different departments. Students seeking credit towards a film studies minor should get all courses approved by Jennifer Hardacker director of the film and video program.

Film and Video Major

MEDA 250, Elements of Video Production, is the pre-requisite for all other film and video production courses. MEDA 250 is offered every semester.

A traditional four-year schedule for a film and video major might look like this:

1st year

MEDA 112
MEDA 120
MEDA 250

2nd year

MEDA 320
MEDA 322

3rd year

2 from MEDA 302 or MEDA 307 or MEDA 306 or MEDA 304
MEDA 353

4th year

MEDA 401
MEDA 434
MEDA 491/2

Two year plan – (one must obtain instructor's consent to be on this plan)

1st year

Fall – MEDA 112
MEDA 120
MEDA 250

Spring – MEDA 401

1 from MEDA 302 or MEDA 307 or MEDA 306 or MEDA 304
MEDA 353

2nd year

Fall - MEDA 491
MEDA 434
MEDA 320

1 from MEDA 302 or MEDA 307 or MEDA 306 or MEDA 304

Spring – MEDA 492

MEDA 322

Journalism

Students interested in journalism should start by taking the introductory media theory classes, MedA 112. MedA 240, Writing for the Media, should be taken in the second semester of the freshman year so the student is prepared for the reporting sequence of MedA 340 and 370 (or MedA 311) that is offered in alternate years.

A traditional four-year schedule for a journalism student might look like this:

1st year

MEDA 112
MEDA 122
MEDA 150
MEDA 240

2nd year

MEDA 150
MEDA 340 or 363 (offered alternate years)
ARTST 226 OR MEDA 250
Upper-division elective(s)

3rd year

MEDA 450
MEDA 363 or 340 (offered alternate years)
MEDA 370 or MEDA 311
Upper-division elective(s)

4th year

MEDA 450 and/or 475/480

MEDA 434

MEDA 497

MEDA 498

Two year plan – (one must obtain instructor’s consent to be on this plan)

1st year

MEDA 112

MEDA 122

MEDA 150

ARTST 226 OR MEDA 250 (or both)

MEDA 240

MEDA 340 OR 363 (offered alternate years)

MEDA 370 OR 311 (Same year as 340)

Upper division elective(s)

2nd year

MEDA 340 OR 363 (offered alternate years)

MEDA 370 (Same year as 340) OR MEDA 311

MEDA 434

MEDA 450 and or 475/480

MEDA 497

MEDA 498

Upper division elective(s)

General Media Arts

The general media arts major requires the production courses in the other three majors: journalism (MEDA 240), film/video (MEDA 250) and integrated media (MEDA 122 or MEDA 260). MedA 260 has a pre-requisite of CS 121 that is not in the general media major. CS 121 is offered every semester. Students pursuing a general media major should complete MEDA112 by the end of their second year.

A traditional four-year schedule for a general media major might look like this:

1st year

MEDA 112

MEDA 122

MEDA 240

2nd year

ARTST 226 or MEDA 265

MEDA 240

MEDA 250

3rd year

MEDA 363

Upper-division elective(s)

4th year

Upper-division elective(s)

MEDA 434

MEDA 497

MEDA 498

Two year plan – *(one must obtain instructor's consent to be on this plan)*

1st year

MEDA 112

MEDA 150 and/or 153

ARTST 226 or MEDA 265

MEDA 240

MEDA 250

Upper division electives

2nd year

MEDA 353 or 450

MEDA 475 or 480

MEDA 363

MEDA 434

MEDA 497

MEDA 498

Upper division electives

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