

Media Arts

<http://www.pacificu.edu/future-undergraduates/academics/areas-study/media-arts>

A major in media arts prepares students for careers in a variety of media-related fields including journalism, video, web design, and multimedia production. The program emphasizes theoretical and social aspects of the media as well as its technical and creative components.

The following MEDA courses count towards Analysis and Interpretation of Texts core requirement:

- MEDA 110 Intro. to communication
- MEDA 120 Film history and analysis
- MEDA 201 Interpersonal Communication
- MEDA 220* Film and society
- * 2 credit course

The following MEDA courses count towards Artistic Practice and Creative Practice core requirement:

- MEDA 250 Foundations of Video Production
- MEDA 265 Web Design
- MEDA 302 Documentary: Studies and Practice
- MEDA 303 Experimental: Studies and Practice
- MEDA 304 Contemporary Explorations
- MEDA 305 Communication Design II
- MEDA 306 Animation: Studies and Practice
- MEDA 320 Narrative Production: from script to screen
- MEDA 322 Post-Production
- MEDA 363 Publication Editing and Design

The Following Computer Science course that is part of the Integrated Media Major fulfills the Qualitative and Quantitative Reasoning core requirement:

- CS205 Programming for Multimedia

The Following MEDA courses fulfill the Civic Engagement (CE) core Cornerstone requirement:

- MEDA 153 Video for Community Engagement
- MEDA 350 Project Design
- MEDA 353 Video for Community Engagement: Mentoring

The Media Arts department offers four majors and seven minors:

	Major	Minor
Media Arts	√	√
Journalism	√	√
Film & Video	√	√
Integrated Media	√	√
Film Studies		√
Communications		√
Communications Design		√

In the senior year or when a student has enough credits earned to have ‘senior status’, all Media Arts majors must complete MEDA 434 Media Law and Ethics during the fall term.

All Media Arts majors require the completion of the two-semester senior capstone. There are three different senior capstone seminars that are specific to the majors in the department. MEDA 491/492 is the year-long seminar for film and video majors, MEDA 493/494 is for integrated media majors, and MEDA 497/498 is for journalism. Media Arts Majors choose to work with the professor(s) that best matches the media in which they choose to conduct their capstone.

All students majoring in Media Arts are encouraged to seek out and complete an internship (MEDA 475) 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). Independent study courses may be arranged for students who have completed an approved internship in a previous timeframe that does not fit within a regular academic term. All internships must be approved *before they begin* by the student’s advisor in the department to insure that the internship meets the standards and goals of the student’s degree program.

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

Media Arts majors should be advised that they can spend a semester abroad at York St. John University in York, England studying media studies and production. By working with an advisor from the MEDA faculty, they can take courses abroad that directly meet or replace requirements in a MEDA major. Students may pursue Study Abroad opportunities at other locations, but may find it difficult to take Media Arts related courses that can be easily applied to their degree requirements.

MAJORS

Integrated Media

Important note: The Integrated Media major and minor were revised for 2015. Students studying under catalog's from years prior to 2015, should be advised to meet with Michael Geraci to be informed about how to meet the requirements with the altered course offerings. As of 2017, students are required to take MEDA 391, Media Arts Junior Seminar the spring of their junior year. The following information is specific to the revised requirements.

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

The intro courses specific to integrated media are MEDA 122, "Introduction to Digital Media" and MEDA/ARTST 109, "Introduction to Communication Design". IM majors need both of these. They are offered annually. Both should be taken as early as possible as they are pre-requisites for other courses.

MEDA 265, "Web Design" is the gateway course for nearly all the upper-division courses in the major. This course should be completed *no later* than the spring term of the sophomore year. Transfer students, with some prior experience with Web development and digital media can take MEDA 122 and MEDA 265 concurrently in their first term at Pacific in order to complete the degree in four semesters. In most cases the 100-level courses can be waived if the student is transferring credits from another multimedia/web program.

Students should be encouraged to use the available resources in the department and the Career Development Center to find an internship by the second semester of their junior year. Integrated media majors may not enroll in MEDA 475 until they have completed MEDA 305 (offered every year, typically in the spring term). 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* fall 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, "Project Design" and MEDA 350, "Project Development", are designed to be taken consecutively. The appropriate sequence is MEDA 360 in the fall and MEDA 350 in the spring. MEDA 360 is the pre-requisite for MEDA 350. Ideally, these courses are taken during a student's junior year.

The ideal four-year schedule for an integrated media major looks like this:

1st year

MEDA 109, Intro. to Communication Design
MEDA 122, Intro. to Digital Media
ARTST 119, Intro. to Digital Imaging (if no prior experience in digital imaging)

2nd year

MEDA 265, Web Design
ART 228, Intro. to Photography
ART 217/218, Digital Art I/Digital Illustration (whichever is offered)
CS 205, Programming for Multimedia (if offered)

3rd year

MEDA 360, Integrated Media Project Design
MEDA 350, Integrated Media Project Development
ART 217/218, Digital Art I/Digital Illustration (whichever is offered)
CS 205, Programming for Multimedia (if offered)
MEDA 305, Communication Design II
MEDA 365, Advanced Web Development (if offered)
MEDA 391 Media Arts Junior Seminar (Spring term)

4th year

MEDA 365, Advanced Web Development (if offered)
MEDA 434, Media Law and Ethics
MEDA 493/4, Senior Capstone in Integrated Media

Two year plan – *students should consult with Mike Geraci about the feasibility of this*

1st year

Fall/Winter: MEDA/ARTST 109, Intro. to Communication Design
MEDA 122, Intro. to Digital Media, *if not waived*
ART 119, Intro. to Digital Imaging, *if not waived**
ART 217/218, Digital Imaging/Digital Illustration, *if 119 was waived*

Spring: ART 228, Intro. to Photography (possible in winter term)
MEDA 265, Web Design
MEDA 391 Junior Seminar

2nd year

Fall/Winter: MEDA 493, Senior Capstone in Integrated Media
MEDA 360, Integrated Media Project Design
CS 205, Programming for Multimedia
ART 217/218, Digital Imaging/Digital Illustration
MEDA 434, Media Law and Ethics

Spring: MEDA 305, Communication Design II

MEDA 494, Senior Capstone in Integrated Media
MEDA 365, Advanced Web Development
MEDA 350, Integrated Media Project Development

* Art 119 is the lynchpin in the two-year plan. If a student must take 119, they cannot finish in two years unless they can take 217/218 concurrently with 119 in the first year.

Film and Video

Film and Video Major

MEDA 120 Film History and Analysis and MEDA 250, Foundations of Video Production, are the pre-requisite for all other film and video courses (with the exception of MEDA 153). MEDA 250 has a co-requisite of MEDA 120 Film History and Analysis. If a student cannot fit both MEDA 120 and MEDA 250 into their Freshmen fall schedules, they should prioritize taking MEDA 120

Students need to earn a C- or better in MEDA 120 and MEDA 250 to qualify for upper-division courses in the major.

Film and video majors must complete the 2-credit Junior Seminar in Film & Video to prepare for their senior capstone. Film/Video made minor catalog changes for the 2017-2018 catalog reflected below.

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

1st year

MEDA 120	Film History and Analysis	4 credits
MEDA 250	Foundations of Video Production	4 credits
MEDA 122	Introduction to Digital Media	2 credits

2nd year

MEDA 122	Introduction to Digital Media	2 credits <i>If not FR year</i>
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Choose **1-2 courses** from (two are required in the major):

MEDA 302 Documentary: Studies and Practice	4 credits <i>every other year</i>
MEDA 303 Experimental: Studies and Practice	4 credits <i>every other year</i>
MEDA 306 Animation: Studies and Practice	4 credits <i>every other year</i>
MEDA 320 Narrative Production: From Script to Screen	4 credits <i>every other year</i>

MEDA 322 Post Production	4 credits <i>every other year</i>
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Choose **one** course from the following (*or one more from the above list*):

MEDA 304 Contemporary Explorations in Video	4 credits <i>offered not often</i>
MEDA 353 Video for Community Engagement: Mentoring	4 credits <i>every semester</i>
MEDA 332 Screenwriting	4 credits <i>every other year</i>
MEDA 333/THEA 333 Directing for Stage and Screen	4 credits <i>offered not often</i>

MEDA 475/480 Internship/Internship Seminar (must be at least 4 credits)

3rd year

Complete **two** of the following courses if not already completed

MEDA 302 Documentary: Studies and Practice	4 credits	<i>every other year</i>
MEDA 303 Experimental: Studies and Practice	4 credits	<i>every other year</i>
MEDA 306 Animation: Studies and Practice	4 credits	<i>every other year</i>
MEDA 320 Narrative Production: From Script to Screen	4 credits	<i>every other year</i>

Choose **one** course from the following (or one more from the above list) if not already completed:

MEDA 304 Contemporary Explorations in Video	4 credits	<i>offered not often</i>
MEDA 353 Video for Community Engagement: Mentoring	4 credits	<i>every semester</i>
MEDA 332 Screenwriting	4 credits	<i>every semester</i>
MEDA 333/THEA 333 Directing for Stage and Screen	4 credits	<i>offered not often</i>
MEDA 475/480 Internship/Internship Seminar (must be at least 4 credits)		

MEDA 391 Junior Seminar (<i>required</i>)	2 credits	<i>spring</i>
MEDA 401 Narrative Film Theory and Criticism	4 credits	<i>Spring Odd Year</i>

4th year

Any course or courses not taken from the above 'Choose' lists

MEDA 401 Narrative Film Theory and Criticism	4 credits	<i>if not taken Jr yr</i>
MEDA 434 Mass Media Law and Ethics	4 credits	<i>every fall</i>
MEDA 491/2 Senior Capstone in Film/Video	4 credits	

Two year plan – *students should consult with Jennifer Hardacker or Enie Vaisburd on the feasibility of this*

1st year

MEDA 120, Film History and Analysis	4 credits	<i>every fall</i>
MEDA 250 Foundations of Video Production	4 credits	<i>every fall</i>

One course from:

MEDA 101 Fundamentals of Speech Communication	2 credits	
MEDA 112 Media in Society		
MEDA 122 Introduction to Digital Media	2 credits	<i>fall/winter</i>

One Course from:

MEDA 302 Documentary: Studies and Practice	4 credits	<i>every other year</i>
MEDA 303 Experimental: Studies and Practice	4 credits	<i>every other year</i>
MEDA 306 Animation: Studies and Practice	4 credits	<i>every other year</i>
MEDA 320 Narrative Production: From Script to Screen	4 credits	<i>every other year</i>

MEDA 391 Junior seminar	2 credits	<i>Spring</i>
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MEDA 401 Narrative Film Theory and Criticism 4 credits

2nd year

Fall -

(Any classes from above if not completed in the first year)

Two courses from:

MEDA 302 Documentary: Studies and Practice 4 credits
MEDA 303 Experimental: Studies and Practice 4 credits
MEDA 306 Animation: Studies and Practice 4 credits
MEDA 320 Narrative Production: From Script to Screen 4 credits

Choose **one** course from (or one more from the above list if not already completed):

MEDA 304 Contemporary Explorations in Video 4 credits
MEDA 353 Video for Community Engagement: Mentoring 4 credits
MEDA 332 Screenwriting 4 credits
MEDA 333/THEA 333 Directing for Stage and Screen 4 credits
MEDA 475/480 Internship/Internship Seminar (must be at least 4 credits)

MEDA 434 Mass Media Law and Ethics 4 credits

MEDA 491 Senior Capstone 2 credits

Spring –

MEDA 322 Post Production 4 credits
MEDA 401 Narrative Film Theory and Criticism 4 credits *if not JR yr*
MEDA 492 Senior capstone 2 credits

Journalism

Students interested in journalism should start by taking the introductory media theory class, 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 Media in Society 4 credits
MEDA 122 Intro. to Digital Media 2 credits
MEDA 150 Pacific Index 1 credit
MEDA 240 Writing for the Media 4 credits

2nd year

MEDA 150 Pacific Index 1 credits

MEDA 340 Reporting	
OR	
MEDA 363 Publication Editing and Design (alternate years)	4 credits
Choose from	
ARTST 228 Intro. To Photography	2 credits
MEDA 250 Foundations of Video Production	4 credits
MEDA 153 Video for Community Engagement	4 credits
Upper-division elective(s)	4-8 credits

3rd year

MEDA 450 Pacific Index Management	2 credits
MEDA 363 Publication Management	
OR	4 credits
MEDA 340 Reporting (alternate years)	
MEDA 370 Advanced Reporting	
OR	4 credits
MEDA 311, Electronic News	
Upper-division elective(s)	4-8 credits

4th year

MEDA 450 Pacific Index Management	
AND/OR	
MEDA 475/480 Internship	2-4 credits
MEDA 434 Mass Media Law and Ethics	4 credits
MEDA 497 Senior Capstone in Journalism	2 credits
MEDA 498 Senior Capstone in Journalism	2 credits

Two year plan – *students should consult with Dave Cassady on the feasibility of this*

1st year

MEDA 112 Media in Society	4 credits
MEDA 122 Intro. to Digital Media	2 credits
MEDA 150 Pacific Index	1 credit

Choose From:

ARTST 228 Intro. to Photography	2 credits
MEDA 250 Foundations of Video Production	4 credits
MEDA 153 Video for Community Engagement	4 credits

MEDA 240 Writing for the Media	4 credits
MEDA 363 Publication Editing and Design	
OR	4 credits
MEDA 340 Reporting (offered alternate years)	
MEDA 370 Advanced Reporting	

OR	4 credits
MEDA 311 Electronic News	
Upper division elective(s)	2-8 credits
<u>2nd year</u>	
MEDA 363 Publication Editing and Design	
OR	4 credits
MEDA 340 Reporting (alternate years)	
MEDA 370 Advanced Reporting	
OR	4 credits
MEDA 311 Electronic News	
MEDA 434 Mass Media Law and Ethics	4 credits
MEDA 450 Pacific Index Management	
AND/OR	4 credits
MEDA 475/480 Internship	
MEDA 497 Senior Capstone in Journalism	2 credits
MEDA 498 Senior Capstone in Journalism	2 credits
Upper division elective(s)	4-8 credits

Media Arts

The Media Arts major requires the production courses in the other three majors: journalism (MEDA 240), film/video (MEDA 250) and integrated media (MEDA 110 and, optionally, MEDA 265). Students pursuing a Media Arts major should complete MEDA 110 by the end of their second year.

The Media Arts major was greatly revised in 2017.

Media Arts: Requirements for the Major

MEDA 110 Introduction to Communication	4 credits
MEDA 122 Introduction to Digital Media	2 credits
ARTST 228 Photography I	2 credits
OR	
ARTST 119 Introduction to Digital Imaging	2 credits
MEDA 240 Writing for the Media	4 credits
MEDA 250 Foundations of Video Production	4 credits
OR	
MEDA 153 Video for Community Engagement	4 credits
MEDA 434 Mass Media Law and Ethics	4 credits
MEDA 391 Media Arts Junior Seminar	2 credits

MEDA 491/492 Senior Capstone, Film/Video	4 credits
OR	
MEDA 493/494 Senior Capstone, Integrated Media	4 credits
OR	
MEDA 497/498 Senior Capstone, Journalism	4 credits

Students choose 2 clusters to take classes in. Students are encouraged to consult with Media Arts advisors to choose the clusters that will best prepare them for their intended capstone project and post-graduate plans. At least 8 upper-division credits must come from classes taken from both of the clusters.

Integrated Media Cluster 8 credits from

MEDA 265 Web Design	4 credits
CS 205 Programming for Multimedia	4 credits
MEDA 305 Communication Design II	4 credits
MEDA 365 Advanced Web Development	4 credits

Film/Video—8 credits from

MEDA 303 Experimental: Studies & Practice	4 credits
MEDA 302 Documentary: Studies/Practice	4 credits
MEDA 306 Animation: Studies & Practice	4 credits
MEDA 320 Narrative Production: From Script/Screen	4 credits
MEDA 322 Post Production	4 credits
MEDA 332 Screenwriting	4 credits
MEDA 353 Video: Community Engagement Mentor	4 credits

Journalism-8 credits from

MEDA 311 Electronic News	4 credits
MEDA 340 Reporting	4 credits
MEDA 363 Publication Editing and Design	4 credits
MEDA 370 Advanced Reporting	4 credits

Communication-8 credits from

MEDA 201 Interpersonal Communication	4 credits
MEDA 335 Advanced Speaking & Presentations	2 credits
MEDA 351 Intercollegiate Forensics II	2 credits (repeatable)

TOTAL: 42 credits

*Media Arts Majors consult with Media Arts faculty to choose the Capstone Seminar sequence that best fits their project and provides the appropriate faculty guidance, but the capstone project must span at least two Modes of Communication (Film/Video, Integrated Media, Journalism, Communication).

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

1st year

MEDA 110 Introduction to Communication 4 credits
MEDA 122 Intro. to Digital Media 2 credits
MEDA 240 Writing for the Media 4 credits

ARTST 228 Photography I 2 credits
OR
ARTST 119 Introduction to Digital Imaging 2 credits

MEDA 250 Foundations of Video Production 4 credits
OR
MEDA 153 Video for Community Engagement 4 credits

2nd year

Whatever was not taken from Year One
Choose courses from TWO Clusters above 8-12 credits

3rd year

Choose One from
Choose courses from TWO Clusters above 8-12 credits
MEDA 391 Media Arts Junior Seminar 2 credits

4th year

Upper-division elective(s) 4-8 credits
MEDA 434 Mass Media Law and Ethics 4 credits
MEDA 4xx Senior Capstone (see above) 2 credits
MEDA 4xx Senior Capstone (see above) 2 credits

Two year plan – *students should consult with an advisor in Media Arts on the feasibility of this*

1st year

MEDA 110 Introduction to Communication 4 credits
MEDA 122 Intro. to Digital Media 2 credits
MEDA 240 Writing for the Media 4 credits

ARTST 228 Photography I 2 credits
OR
ARTST 119 Introduction to Digital Imaging 2 credits

MEDA 250 Foundations of Video Production 4 credits
OR
MEDA 153 Video for Community Engagement 4 credits
Choose courses from TWO Clusters above 8-12 credits

2nd year

Choose courses from TWO Clusters above	8-12 credits
MEDA 434 Mass Media Law and Ethics	4 credits
MEDA 4xx Senior Capstone (see above)	2 credits
MEDA 4xx Senior Capstone (see above)	2 credits
Upper division electives	4-8 credits

Minors in the Media Arts

Media Arts Minor: Requirements

MEDA 110 Intro to Communication	4 credits
MEDA 122 Introduction to Digital Media	2 credits
MEDA 240 Writing for the Media	4 credits
MEDA 250 Foundations of Video Production	4 credits
OR	
MEDA 153 Video for Community Engagement	4 credits
MEDA 434 Mass Media Law and Ethics	4 credits
4 credits of upper division electives (excluding MEDA 450, 351, 475, 480, OR MEDA 353 if MEDA 153 was taken).	

TOTAL: 22 credits

Film and Video Production Minor Requirements

MEDA 120	Film History and Analysis	4 credits
MEDA 250	Foundations of Video Production	4 credits

Take a Minimum of 18 Credits from the following:

MEDA 120	Film History and Analysis	4 credits
MEDA 220	Film and Society	2 credits
MEDA 302	Documentary: Studies and Practice	4 credits
MEDA 303	Experimental Studies and Practice	4 credits
MEDA 304	Contemporary Explorations in Video	4 credits
MEDA 306	Animation: Studies and Practice	4 credits
MEDA 320	Narrative Production: From Script to Screen	4 credits
MEDA 322	Post Production	4 credits
MEDA 323	Cinematography	2 credits
MEDA 353	Video for Community Engagement: Mentoring	4 credits
MEDA 401	Narrative Theory and Criticism	4 credits
MEDA 434	Mass Media Law and Ethics	

TOTAL: 22-24 Credits

Film Studies Minor: Requirements

MEDA 250 is a prerequisite for many of the other MEDA courses listed here. Film studies courses are offered across campus from different departments

Requirements for the Minor

MEDA 120	Film History and Analysis	4 credits
MEDA 250	Foundations of Video Production	4 credits
MEDA 401	Narrative Theory and Criticism	4 credits
Choose three from:		
MEDA 302	Documentary: Studies and Practice	4 credits
MEDA 303	Experimental Studies and Practice	4 credits
MEDA 304	Contemporary Explorations in Video	4 credits
MEDA 306	Animation: Studies and Practice	4 credits
MEDA 353	Video for Community Engagement	4 credits
MEDA 434	Mass Media Law and Ethics	4 credits

Or any approved course(s) offered by other departments including, but not limited to, English, Politics and Government, and World Languages. Courses must be approved by Film/Video Professor Jennifer Hardacker.

TOTAL: 24 Credits

Journalism Minor Requirements

MEDA 112	Media in Society	4 credits
MEDA 122	Intro. to Digital Media	2 credits
MEDA 240	Writing for the Media	4 credits
MEDA 340	Reporting	4 credits
MEDA 363	Publication Editing and Design	
OR		4 credits
MEDA 311	Electronic News	
MEDA 434	Mass Media Law and Ethics	4 credits

TOTAL: 22 Credits

Integrated Media Minor: Requirements for the Minor

MEDA/ARTST 109	Intro to Communication Design	2 credits
ARTST 119	Intro. to Digital Imaging	2 credits*
MEDA 109	Intro. to Communication Design	2 credits
MEDA 122	Intro. to Digital Media	2 credits
ARTST 217 or 218	Digital Art I/ Digital Illustration I	4 credits
MEDA 265	Web Design	4 credits
MEDA 305	Communication Design II	4 credits
MEDA 434	Mass Media Law and Ethics	4 credits

TOTAL: 20-22 Credits

* ARTST 119 can be waived for students who have prior experience with computer graphics applications.

Communications Requirements for the minor

MEDA 110 Introduction to Communication 4 credits

Eight additional MEDA credits from all courses listed below, 4 must be upper-division
Twelve Elective credits, including 4 upper-division credits from the courses listed below.
A minimum of 4 credits must be taken from each of the three categories. All courses are
4 credits unless noted (*).

Perceiving Self and Culture

ANTH 317	Sociology of Popular Culture
IS 201	Intercultural Communication
MEDA 201	Interpersonal Communication
PSY 160	Culture and Behavior
PSY 308	Social Psychology
SOC 208	Race: Inequality and Identity
SOC 217	Gender and Sexuality

Oration and Performance

MEDA 101	Fundamentals of Speaking*
MEDA 335	Advanced Speaking and Presentations*
MEDA 351	Advanced Intercollegiate Forensics*
THEA 110	Acting I: Fundamentals*
THEA 385	Eco-Theatre: Community and Performance

Mediated Communication

MEDA 112	Media in Society
MEDA 122	Introduction to Digital Media*
MEDA 220	Film and Society*
MEDA 401	Narrative Film Theory and Criticism
POLS 221	Politics in Literature and Film*
POLS 301	Politics and the Media

TOTAL: 24 credits

Communication Design

Requirements for the Minor

MEDA 109	Intro. to Communication Design	2 credits
ARTST 210	Observational and Expressive Drawing I	4 credits
ARTST 119	Intro. to Digital Imaging	
OR		2 credits
MEDA/CS 122	Intro. to Digital Media	
ARTST 218	Digital Illustration I	4 credits
MEDA 319	Information Design	4 credits
MEDA 363	Publication Editing & Design	4 credits
OR		
MEDA 305	Designing for Electronic Media	4 credit
OR		
MEDA 475	Internship	

TOTAL: 22 Credits

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