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 count towards the Humanities core requirement:

- MEDA 101* Fundamentals of speaking
- MEDA 110 Intro. to communication
- MEDA 112 Media in society
- MEDA 120 Film history and analysis
- MEDA 153/353 Video for community engagement/mentoring
- MEDA 201 Interpersonal communication
- MEDA 220* Film and society
- MEDA 250 Elements of video production
- MEDA 335* Advanced speaking and presentations
- MEDA 401 Narrative film theory and criticism

* 2 credit course

The Media Arts department offers four majors and seven minors:

- General Media Arts (major/minor)
- Journalism (major/minor)
- Film & Video (major/minor)
- Integrated Media (major/minor)
- Film Studies (minor only)
- Communications (minor only)
- Communication Design (minor only)

In the senior year or when a student has enough credits earned to have ‘senior status’, all Media Arts majors must complete MEDA 434 during the spring 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 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. All internships, either 475 or 480, 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 academic program.

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 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.

MAJORS

Integrated Media

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 relevant to the major: computer science, art, and business. Ideally, an IM major would minor or double-major in one of these areas.

The two intro courses specific to integrated media are MEDA 121, “Our Digital World” and MEDA 122, “Introduction to Digital Media” both of these courses are cross-listed with Computer Science (CS). IM majors need both of these. They are offered annually.

MEDA 260, "Elements of Multimedia" 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 260 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 either MEDA 475/480 until they have completed MEDA 305 (offered every fall). 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 might look like this:

1st year
MEDA 112, Media in Society
MEDA 122, Intro. to Digital Media
CS 121, Our Digital World
ARTST 119, Intro. to Digital Imaging (if no prior experience in digital imaging)

2nd year
MEDA 260, Elements of Multimedia Development
ART 228, Intro. to Photography
ART 217/218, Digital Art I/Digital Illustration
CS 205 or MEDA 265, Programming for Multimedia/Web Design (whichever is offered)

3rd year
MEDA 360, Integrated Media Project Design
MEDA 350, Integrated Media Project Development
CS 205 or MEDA 265, Programming for Multimedia/Web Design (whichever is offered)
MEDA 305, Design for Electronic Media

4th year
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 112, Media in Society
MEDA 122, Intro. to Digital Media, if not waived
CS 121, Our Digital World, if not waived
ART 119, Intro. to Digital Imaging, if not waived
Spring: ART 228, Intro. to Photography (possible in winter term)
       MEDA 260, Elements of Multimedia Development
       CS 205 or MEDA 265, Programming for Multimedia/Web Design
            (whichever is offered)
       ART 217/218, Digital Imaging/Digital Illustration

2nd year

Fall/Winter: MEDA 305, Designing for Electronic Media
               MEDA 493, Senior Capstone in Integrated Media
               MEDA 360, Integrated Media Project Design

Spring: MEDA 494, Senior Capstone in Integrated Media
       CS 205 or MEDA 265, Programming for Multimedia/Web Design
            (whichever is offered)
       MEDA 434, Media Law and Ethics
       MEDA 350, Integrated Media Project Development

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 Film/Video
       Professor Jennifer Hardacker.

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 annually, typically in the spring.

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

As of the 2013-2014 catalog, film and video majors must complete the 2-credit Junior
       Seminar in Film & Video to prepare for their senior capstone. This seminar is the pre-
       requisite for MEDA 491, the first half of the senior capstone.

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  Elements of Production  4 credits
One course from:
   MEDA 122  Introduction to Digital Media  2 credits
   MEDA 101  Fundamentals of Speaking  2 credits
   MEDA 112  Media in Society  4 credits

2nd year
(If not taken in the first year)
One course from:
   MEDA 122  Introduction to Digital Media  2 credits
   MEDA 101  Fundamentals of Speaking  2 credits
   MEDA 112  Media in Society  4 credits

Choose 1-2 courses from (two are required in the major):
   MEDA 302 Documentary: Studies and Practice  4 credits
   MEDA 303 Experimental: Studies and Practice  4 credits
   MEDA 306 Animation: Studies and Practice  4 credits

Choose one course from the following (or one more from the above list):
   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 320 Narrative Production: From Script to Screen  4 credits
MEDA 322 Post Production  4 credits

3rd year
Complete two of the following courses if not already completed
   MEDA 302 Documentary: Studies and Practice  4 credits
   MEDA 303 Experimental: Studies and Practice  4 credits
   MEDA 306 Animation: Studies and Practice  4 credits

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
   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 391 Junior Seminar *(required)* 2 credits

**4th year**
Any course or courses not taken from the above ‘Choose’ lists
MEDA 401 Narrative Film Theory and Criticism 4 credits
MEDA 434 Mass Media Law and Ethics 4 credits
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**
Fall – MEDA 120, Film History and Analysis

One course from:
- MEDA 122 Introduction to Digital Media 2 credits
- MEDA 101 Fundamentals of Speaking 2 credits *fall term only
- MEDA 112 Media in Society 4 credits *fall term only

Spring –
(If not taken in the fall)
- MEDA 122 Introduction to Digital Media 2 credits *could be offered in winter

MEDA 250, Elements of Production 4 credits

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 391 Junior seminar 2 credits

**2nd year**
Fall –
(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

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 491 Senior Capstone 2 credits
MEDA 320 Narrative Production: From Script to Screen 4 credits

Spring –
MEDA 322 Post Production 4 credits
MEDA 401 Narrative Film Theory and Criticism 4 credits
MEDA 434 Mass Media Law and Regulation 4 credits
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**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDA 112 Media in Society</td>
<td>4</td>
</tr>
<tr>
<td>MEDA 122 Intro. to Digital Media</td>
<td>2</td>
</tr>
<tr>
<td>MEDA 150 Pacific Index</td>
<td>1</td>
</tr>
<tr>
<td>MEDA 240 Writing for the Media</td>
<td>4</td>
</tr>
</tbody>
</table>

**2nd year**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDA 150 Pacific Index</td>
<td>1</td>
</tr>
<tr>
<td>MEDA 340 Reporting</td>
<td></td>
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<tr>
<td>OR</td>
<td></td>
</tr>
<tr>
<td>MEDA 363 Publication Design (alternate years)</td>
<td>4</td>
</tr>
<tr>
<td>ARTST 228 Intro. To Photography</td>
<td></td>
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<tr>
<td>OR</td>
<td></td>
</tr>
<tr>
<td>MEDA 250 Elements of Production</td>
<td>4</td>
</tr>
<tr>
<td>Upper-division elective(s)</td>
<td>4-8</td>
</tr>
</tbody>
</table>

**3rd year**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDA 450 Pacific Index Management</td>
<td>2</td>
</tr>
<tr>
<td>MEDA 363 Publication Management</td>
<td></td>
</tr>
<tr>
<td>OR</td>
<td></td>
</tr>
<tr>
<td>MEDA 340 Reporting (alternate years)</td>
<td>4</td>
</tr>
</tbody>
</table>
MEDA 370 Advanced Reporting  
OR  
MEDA 311, Electronic News  4 credits  
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 and General Media  2 credits  
MEDA 498 Senior Capstone in Journalism and General Media  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  
ARTST 228 Intro. to Photography (2 credits)  
AND/OR  
MEDA 250 Elements of Production  2-4 credits  
MEDA 240 Writing for the Media  4 credits  
MEDA 363 Publication Design  
OR  
MEDA 340 Reporting (offered alternate years)  4 credits  
MEDA 370 Advanced Reporting  
OR  
MEDA 311 Electronic News  4 credits  
Upper division elective(s)  2-8 credits  

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

**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 and, optionally, MEDA 265). Students pursuing a general media major should complete MEDA 112 by the end of their second year.

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

1\textsuperscript{st} year  
MEDA 112 Media in Society  4 credits  
MEDA 122 Intro. to Digital Media  2 credits  
MEDA 240 Writing for the Media  4 credits

2\textsuperscript{nd} year  
ARTST 228 Intro. to Photography (2 credits)  
OR  
MEDA 265 Web Design  2-4 credits  
MEDA 240 Writing for the Media  4 credits  
MEDA 250 Elements of Production  4 credits

3\textsuperscript{rd} year  
MEDA 363 Publication Design  4 credits  
Upper-division elective(s)  4-8 credits

4\textsuperscript{th} year  
Upper-division elective(s)  4-8 credits  
MEDA 434 Mass Media Law and Ethics  4 credits  
MEDA 497 Senior Capstone in Journalism and General Media  2 credits  
MEDA 498 Senior Capstone in Journalism and General Media  2 credits

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

1\textsuperscript{st} year  
MEDA 112 Media in Society  4 credits  
MEDA 150 Pacific Index (1 credit per term)  
AND/OR  
MEDA 153 Video for Community Engagement  1-4 credits  
ARTST 228 Intro. to Photography (2 credits)  
OR  
MEDA 265 Web Design  2-4 credits  
MEDA 240 Writing for the Media  4 credits  
MEDA 250 Elements of Production  4 credits  
MEDA 363 Publication Design (if offered)  4 credits  
Upper division electives  4-8 credits


**2nd year**

MEDA 450 Pacific Index Management (2 credits)

OR

MEDA 353 Video for Community Engagement 2-4 credits

MEDA 475/480 Internship/Internship Seminar 4 credits

MEDA 363 Publication Design (if offered) 4 credits

MEDA 434 Mass Media Law and Ethics 4 credits

MEDA 497 Senior Capstone in Journalism and General Media 2 credits

MEDA 498 Senior Capstone in Journalism and General Media 2 credits

Upper division electives 4-8 credits

**Minors**

**Film and Video Production**

Requirements for the Minor

- MEDA 120 Film History and Analysis 4 credits
- MEDA 250 Elements of Production 4 credits
- MEDA 320 Narrative Production: Script to Screen 4 credits
- MEDA 322 Post Production 4 credits

Choose 2 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 401 Narrative Theory and Criticism 4 credits
- MEDA 434 Mass Media Law and Ethics 4 credits

TOTAL: 24 Credits

**Film Studies**

Requirements for the Minor

- MEDA 120 Film History and Analysis 4 credits
- MEDA 250 Elements of Production 4 credits
- MEDA 401 Narrative Theory and Criticism 4 credits

Choose 3 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
Any approved courses 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**

**Communications (new in 2011-2012)**

**Requirements for the minor**
- MEDA 110 and an additional 8 credits of MEDA courses from all those listed below, must include 4 upper-division credits.
- *Student majoring in the Media Arts may pursue the communications minor; however, courses already counting towards the major may not be counted towards the minor.*
- 12 Credits of elective courses, including 4 upper-division credits from the options below.
- A minimum of 4 credits must be taken from each of the following categories:
  - Perceiving Self & Culture
  - Oration & Performance
  - Mediated Communication

**Total: 24 total credits, 8 upper-division**

**Perceiving Self & Culture**
- ANTH 317 Sociology of Popular Culture 4 credits
- IS 201 Intercultural Communication 4 credits
- IS 305 West Meets East: Developing Intercultural Competency 4 credits
- MEDA 201 Interpersonal Communication 4 credits
- PSY 160 Culture & Behavior 4 credits
- PSY 308 Social Psychology 4 credits
- SOC 208 Race: Inequality and Identity 4 credits
- SOC 217 Gender & Sexuality 4 credits

**Oration & Performance**
- MEDA 101 Fundamentals of Speaking 2 credits
- MEDA 335 Advanced Speaking & Presentations 2 credits
- MEDA 351 Advanced Intercollegiate Forensics 2 credits
- THEA 110 Acting I: Fundamentals 2 credits
- THEA 385 Eco-Theatre: Community & Perf. 4 credits

**Mediated Communication**
- ANTH 202 Film, Text and Culture 4 credits
- MEDA 112 Media in Society 4 credits
- MEDA 122 Introduction to Digital Media 2 credits
- MEDA 220 Film and Society 2 credits
- MEDA 401 Narrative Film Theory & Criticism 4 credits
- POLS 221 Politics in Literature & Film 2 credits
- POLS 301 Politics & the Media 4 credits
## General Media Arts

**Requirements for the Minor**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MEDA 112</td>
<td>Media in Society</td>
<td>4</td>
</tr>
<tr>
<td>MEDA 122</td>
<td>Intro to Digital Media</td>
<td>2</td>
</tr>
<tr>
<td>ARTST 228</td>
<td>Intro. to Photography</td>
<td>2</td>
</tr>
<tr>
<td>OR</td>
<td>Web Design</td>
<td>4</td>
</tr>
<tr>
<td>MEDA 265</td>
<td>Writing for the Media</td>
<td>4</td>
</tr>
<tr>
<td>MEDA 250</td>
<td>Elements of Production</td>
<td>4</td>
</tr>
<tr>
<td>MEDA 434</td>
<td>Mass Media Law and Ethics</td>
<td>4</td>
</tr>
</tbody>
</table>

**TOTAL:** 22 Credits

## Integrated Media

**Requirements for the Minor**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MEDA 122</td>
<td>Introduction to Digital Media</td>
<td>2</td>
</tr>
<tr>
<td>ARTST 217 or 218</td>
<td>Digital Art I/ Digital Illustration I</td>
<td>4</td>
</tr>
<tr>
<td>MEDA 260</td>
<td>Elements of Multimedia Design</td>
<td>4</td>
</tr>
<tr>
<td>MEDA 265</td>
<td>Web Design</td>
<td>4</td>
</tr>
<tr>
<td>MEDA 305</td>
<td>Designing for Electronic Media</td>
<td>4</td>
</tr>
<tr>
<td>MEDA 434</td>
<td>Mass Media Law and Ethics</td>
<td>4</td>
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</table>

**TOTAL:** 22 Credits

## Journalism

**Requirements for the Minor**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MEDA 112</td>
<td>Media in Society</td>
<td>4</td>
</tr>
<tr>
<td>MEDA 122</td>
<td>Intro to Digital Media</td>
<td>2</td>
</tr>
<tr>
<td>MEDA 240</td>
<td>Writing for the Media</td>
<td>4</td>
</tr>
<tr>
<td>MEDA 340</td>
<td>Reporting</td>
<td>4</td>
</tr>
<tr>
<td>MEDA 363</td>
<td>Publication Editing and Design</td>
<td>4</td>
</tr>
<tr>
<td>OR</td>
<td>Electronic News</td>
<td>4</td>
</tr>
<tr>
<td>MEDA 434</td>
<td>Mass Media Law and Ethics</td>
<td>4</td>
</tr>
</tbody>
</table>

**TOTAL:** 22 Credits

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