# MEDIA ARTS BA

The Bachelor of Arts in Media Arts provides opportunities for undergraduate study toward careers in exciting media and media-related fields such as advertising, film and television production and postproduction, web design, broadcasting, and academic scholarship on the media industries.

There are two options available to students pursuing a BA in media arts.

The option in media arts criticism. This option focuses on the history, theory, and context of the media industries in terms of their political, social, and cultural impact. Students become scholars of media, studying the ideology, theory, and history of mass media production and consumption. This option prepares students for opportunities as scholars of the media industries, whether as critics, festival programmers, historians, or documentarians, as well as for the pursuit of advanced degrees in media-related disciplines.

**The option in media arts production.** This option provides education in all forms of digital media, including digital photo, video, audio, production, and post-production. Many graduates go on to careers in audio and picture editing, cinematography, scriptwriting, producing, directing, media sales, television news, and other facets of media production and broadcasting.

# **Advising Requirement**

Advising is mandatory for this program. Consult your department advisor or program coordinator for information.

# **E-advising Tools**

Use the interactive e-advising tools designed to help students graduate within four years. These tools can be accessed through the Student Center in the Portal (https://portal.csuchico.edu).

# **Grading Requirement**

All courses taken to fulfill program course requirements must be taken for a letter grade except those courses specified by the department as credit/no credit grading only.

### **Course Requirements for the Major: 60** units

Completion of the following courses, or their approved transfer equivalents, is required of all candidates for this degree. Courses in this program may complete more than one graduation requirement.

Course	Title	Units
Major Core		
MADT/JOUR 101	Introduction to Communication	3
MADT 102	Design Thinking	3
MADT 103W	Writing for Screen Media (W)	3
MADT 104	Media Arts Symposium	1
MADT 141	Media Aesthetics	3
MADT 146	Introduction to Media Production	3
MADT 206	Introduction to Commercial Photography and Digital Imaging	3
MADT 216	Introduction to Digital Audio in Media	3
MADT 222	Basic Web Design	3

MADT 303W	Communication Criticism (W)	3
MADT 307	Technology and Communication	3
MADT 344	American Cinema	3
MADT 350	The Art of Cinema and Television	3
MADT 461W	Media Industry Career Workshop (W)	3
MADT 489	MADT Internship <sup>1</sup>	2
<b>Major Option</b>		
Select one of the following options:		18
Criticism (p. 1)		
Production (p. 1)		
Total Units		60

<sup>1</sup> Take a total of two units of MADT 489.

### **Major Option Course Requirements**

Students must select at least one of the following options for completion of the major course requirements.

#### The Option in Criticism: 18 units

Course	Title	Units
MADT 341	American Radio and Television	3
MADT 371	Media and Learning	3
Select one of the	following:	3
MADT 352	Media Arts and Identity	
MADT 353	World Cinema	
Select three of the	e following:	9
MADT 343	Screenwriting 1	
MADT 363	Broadcast News	
MADT 365	Media Management and Sales	
MADT 372	Media for Instruction and Training	
MADT 396	Intermediate Commercial Photography and Digita Imaging	I
MADT 443	Screenwriting II	
MADT 496	Applied Commercial Photography and Digital Imaging	
Total Units		18

#### The Option in Production: 18 units

Course	Title	Units
MADT 266	Field Video Production	3
Select five of the f	ollowing:	15
MADT 343	Screenwriting 1	
MADT 362	Media Performance	
MADT 363	Broadcast News	
MADT 396	Intermediate Commercial Photography and Digita Imaging	al
MADT 443	Screenwriting II	
MADT 463	Cinematography	
MADT 464	Advanced Video Editing	
MADT 465	Directing for Film & Television	
MADT 466	Studio Video Production	
MADT 468	Video Production Workshop	

MADT 496	Applied Commercial Photography and Digital
	Imaging

**Total Units** 

### **Electives Requirement**

To complete the total units required for the bachelor's degree, select additional elective courses from the total University offerings. You should consult with an advisor regarding the selection of courses which will provide breadth to your University experience and possibly apply to a supportive second major or minor.

### Honors in the Major

Honors in the Major is a program of independent work in your major. It requires six units of honors coursework completed over two semesters.

The Honors in the Major program allows you to work closely with a faculty mentor in your area of interest on an original performance or research project. This year-long collaboration allows you to work in your field at a professional level and culminates in a public presentation of your work. Students sometimes take their projects beyond the University for submission in professional journals, presentation at conferences, or academic competition. Such experience is valuable for graduate school and professional life. Your honors work will be recognized at your graduation, on your permanent transcripts, and on your diploma. It is often accompanied by letters of commendation from your mentor in the department or the department chair.

Some common features of Honors in the Major program are:

- You must take six units of Honors in the Major coursework. All six units are honors courses (marked by a suffix of H), and at least three of these units are independent study (399H, 499H, 599H) as specified by your department. You must complete each course with a minimum grade of B.
- You must have completed 9 units of upper-division coursework or 21 overall units in your major before you can be admitted to Honors in the Major. Check the requirements for your major carefully, as there may be specific courses that must be included in these units.
- Yourcumulative#GPA should be at least 3.5 or within the top 5% of majors in your department.
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- Most students apply for or are invited to participate in Honors in the Major during the second semester of their junior year. Then they complete the six units of coursework over the two semesters of their senior year.
- Your honors work culminates with a public presentation of your honors project.

Honors in the Major is not part of the Honors Program. Each department administers its own program. Please contact your major department or major advisor to apply.

Students may apply for admission to the Honors in the Major Program in the College of Communication and Education. In addition to other specific requirements, each Honors student will conduct and publicly present an original research project. Consult the honors advisor in the College of Communication and Education for specific details. See Bachelor's Degree Requirements (https://catalog.csuchico.edu/ undergraduate-requirements/bachelors-degree-requirements/) for complete details on general degree requirements. A minimum of 39 units, including those required for the major, must be upper division.

### **General Education Requirements: 43 units**

See General Education (https://catalog.csuchico.edu/collegesdepartments/undergraduate-education-academic-success/generaleducation/#gerequirementstext) and the Class Schedule (http:// www.csuchico.edu/schedule/) for the most current information on General Education requirements and course offerings.

### American Institutions Course Requirements: 6 units

18

The American Institutions graduation requirement, as mandated in Title 5, Section 40404 (https://govt.westlaw.com/calregs/ Document/I56C041434C6911EC93A8000D3A7C4BC3/? viewType=FullText&originationContext=documenttoc&transitionType=CategoryPage requires that students satisfactorily complete courses in United States history, the US Constitution, and government and American ideals (including California state and local government). At Chico State, HIST 130 meets the US history requirement (US-1), and POLS 155 meets the US Constitution and government requirement (US-2) and the California state and local government requirement (US-3). POLS 155 also fulfills three units of GE Area 4, Social and Behavioral Sciences. See Bachelor's Degree Requirements (https://catalog.csuchico.edu/ undergraduate-requirements/bachelors-degree-requirements/#amin) for more information.

### **Diversity Course Requirements: 6 units**

You must complete a minimum of two courses that focus primarily on cultural diversity. At least one course must be in US Diversity (USD) and at least one in Global Cultures (GC). See Diversity Requirements (https://catalog.csuchico.edu/undergraduate-requirements/diversity-requirements/) for a full list of courses. Many courses taken to satisfy these requirements may also apply to General Education (https:// catalog.csuchico.edu/colleges-departments/undergraduate-education-academic-success/general-education/).

### **Upper-Division Writing Requirement**

Writing Across the Curriculum (EM 17-009 (https://www.csuchico.edu/ pres/em/2017/17-009.shtml/)) is a graduation requirement and may be demonstrated through satisfactory completion of four Writing (W) courses, two of which are designated by the major department. See Writing and Math Requirements (https://catalog.csuchico.edu/ undergraduate-requirements/writing-math-requirements/) for more details on the four courses. The first of the major designated Writing (W) courses is listed below.

• MADT 461W Media Industry Career Workshop (W)

The second major-designated Writing course is the Graduation Writing Assessment Requirement (GW) (EO 665 (https://calstate.policystat.com/ policy/9585618/latest/)). Students must earn a C- or higher to receive GW credit. The GE English Composition (1A) (https://catalog.csuchico.edu/ colleges-departments/undergraduate-education-academic-success/ general-education/#1A) requirement must be completed before a student is permitted to register for a GW course.