

MEDIA ARTS BA

More Information

Advising Requirement

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

E-advising Tools

Students are encouraged to use the interactive e-advising tools that have been designed to help them graduate within four years. These tools can be accessed through the Student Center.

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 post-production, 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.

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	Communication Design Intern ¹	2

Major Option

Select one of the following options:	18
Criticism (p. 1)	
Production (p. 1)	

Total Units 60

¹ Must be taken for 2 units.

Major Option Course Requirements

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

The Option in Criticism: 18 units

Course	Title	Units
MADT 371	Media and Learning	3
Select one of the following:		3
MADT 341	American Radio and Television	
MADT 351	Global Media and Convergence	
Select one of the following:		3
MADT 352	Media Arts and Identity	
MADT 353	World Cinema	
Select three of the 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 Digital Imaging	
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 following:		15
MADT 342	Documentary Film	
MADT 343	Screenwriting 1	
MADT 362	Media Performance	
MADT 363	Broadcast News	
MADT 396	Intermediate Commercial Photography and Digital Imaging	
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	18

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 6 units of honors course work 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 6 units of Honors in the Major course work. All 6 units are honors classes (marked by a suffix of H), and at least 3 of these units are independent study (399H, 499H, 599H) as specified by your department. You must complete each class with a minimum grade of B.
- You must have completed 9 units of upper-division course work 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.
- Your cumulative 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 6 units of course work over the two semesters of their senior year.
- Your honors work culminates with a public presentation of your honors project.

While Honors in the Major is 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: 48 units

See General Education (<https://catalog.csuchico.edu/colleges-departments/undergraduate-education/general-education/>) and the Class Schedule (<http://www.csuchico.edu/schedule/>) for the most current information on General Education Requirements and course offerings.

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 U.S. 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. Most courses taken to satisfy these requirements may also apply to General Education (<https://catalog.csuchico.edu/colleges-departments/undergraduate-education/general-education/>).

Upper-Division Writing Requirement

Writing Across the Curriculum (EM 17-009 (<http://www.csuchico.edu/prs/EMs/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 Mathematics/Quantitative Reasoning and Writing Requirements (<https://catalog.csuchico.edu/undergraduate-requirements/mathematicsquantitative-reasoning-writing-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 Written Communication (A2) (<https://catalog.csuchico.edu/colleges-departments/undergraduate-education/general-education/#A2>) requirement must be completed before a student is permitted to register for a GW course.