

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 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.

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 ¹	2

Major Option

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

Total Units	60
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¹ 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 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 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	

