

MEDIA ARTS, DESIGN, AND TECHNOLOGY

Media Arts, Design, and Technology Department (<http://www.csuchico.edu/madt/>)

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Insight

The BA in media arts provides opportunities for undergraduate study toward careers in exciting media and media-related fields such as advertising, social media management, film and television production and post-production, web design, broadcasting, and academic scholarship on the media industries.

Experience

Facilities. Students have access to writing and information technology computer labs, digital design and print labs, post-production sound and picture editing labs, audio recording rooms, a fully equipped high-definition television studio, a new broadcasting studio, and digital photography facilities.

Internships. Internships are transitions between school and work. Internships provide students with academic credit while pursuing on-the-job experiences. Internship opportunities are available throughout California, the US, and around the world.

Communication Activities. Media Arts, Design, and Technology houses a number of student-operated programs and clubs including the MADTech Group (a student-staffed media development group), KCSC (a student-managed fully functioning broadcast radio station), a student chapter of AIGA (the professional organization for design), and the Digital Filmmaker's Guild.

Career Outlook

In our increasingly fluid mass media landscape, communication design and media-related degrees play an expanding critical role in communication and education. Energized by rapid developments of new technologies, from visual and audio software to social media platforms, there is an urgent need for experts in the field of media arts, design, and the technologies that inform them. In areas as diverse as scripted entertainment, live broadcasting, photography, social media storytelling, commercial advertising, and even personal media consumption, the importance of communication design and the role of media industries are as vital as ever.

Programs

Undergraduate

Bachelor's

- Communication Design BFA (<https://catalog.csuchico.edu/colleges-departments/college-communication-education/media-arts-design-technology/communication-design-bfa/>)

- Media Arts BA (<https://catalog.csuchico.edu/colleges-departments/college-communication-education/media-arts-design-technology/media-arts-ba/>)

Minors

- Broadcasting Minor (<https://catalog.csuchico.edu/colleges-departments/college-communication-education/media-arts-design-technology/broadcasting-minor/>)
- Communication Design Minor (<https://catalog.csuchico.edu/colleges-departments/college-communication-education/media-arts-design-technology/communication-design-minor/>)
- Social Media Production and Analysis Minor (<https://catalog.csuchico.edu/colleges-departments/college-communication-education/media-arts-design-technology/social-media-production-analysis-minor/>)

Certificates

- Web Design and Publishing Certificate (<https://catalog.csuchico.edu/colleges-departments/college-communication-education/media-arts-design-technology/web-design-publishing-certificate/>)

See Course Description Symbols and Terms (<https://catalog.csuchico.edu/academic-standards-policies/course-description-symbols-terms/>) for an explanation of course description terminology and symbols, the course numbering system, and course credit units.

MADT 101 Introduction to Communication 3 Units

Typically Offered: Fall and spring

This course teaches the concepts, history, and applications of communication. The implications and ethical issues of media and the communication process are covered. 3 hours lecture. (001636)

Cross listing(s): JOUR 101

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Lower Division

MADT 102 Design Thinking 3 Units GE

Typically Offered: Fall and spring

An introduction to design thinking, a human-centered approach to innovation. Using methodologies or user-centered design, observational research, rapid prototyping, collaboration and system, this course explores creative problem solving. 3 hours lecture. (001637)

General Education: Lifelong Learning and Self-Development (E)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Lower Division

MADT 103W Writing for Screen Media (W) 3 Units W

Prerequisite: ENGL 130W.

Typically Offered: Fall and spring

An introduction to the styles, formats and creative approaches used in writing for radio, television, film, and new media. Writing and pitching exercises include radio and television commercials, public service announcements, news, journalism, and long form screenwriting. 2 hours activity, 2 hours lecture. (001638)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Lower Division; Writing Course

MADT 104 Media Arts Symposium**1 Unit****Typically Offered:** Fall only

This introductory symposium offers an overview of the media arts program and explores the latest developments in the media industries across a wide variety of professional paths. 1 hour lecture. (021931)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 1 unit**Course Attributes:** Lower Division**MADT 105 Introduction to College Radio****1 Unit****Typically Offered:** Fall and spring

College radio is one of the most fun and fulfilling activities you can be a part of during your college years. This course is designed to help make your experience at KCSC better and more successful and is required for all new KCSC interns. Students learn about the structure and function of college radio including station operation, radio writing and production, and DJ performance. 1 hour lecture. (022452)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 1 unit**Course Attributes:** Lower Division**MADT 141 Media Aesthetics****3 Units****Typically Offered:** Fall and spring

This course will explore the elements of visual design as they apply to the production of video and film. An overview of visual literacy will be given, and the application of these elements to the critical analysis of video and film productions will be discussed. Successful completion of this course for majors requires a grade of C or higher. 3 hours lecture. (001649)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Lower Division**MADT 146 Introduction to Media Production****3 Units****Prerequisite:** MADT 141.**Typically Offered:** Fall and spring

An introduction to audio and video preproduction, production and postproduction. Students apply concepts learned in lecture with a weekly activity in video production and post production. 2 hours activity, 2 hours lecture. (021043)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Lower Division**MADT 198 Special Topics****1-3 Units****Prerequisite:** Department permission.**Typically Offered:** Fall and spring

This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours lecture. (001658)

Grade Basis: Graded**Repeatability:** You may take this course more than once**Course Attributes:** Lower Division**MADT 203 Latinx Film: Representation, Resistance, and Disruption****3 Units****Typically Offered:** Fall and spring

Viewing and analysis of Latinx and Chicanx films, from classics to contemporary popular and critical hits. Feature and documentary films are discussed in sociopolitical context and as cultural production. Special attention is paid to intersections between race/ethnicity, gender, sexuality, socio-economic class, and other facets of Latinx identities. 3 hours lecture. (021921)

Cross listing(s): CHLX 203**Grade Basis:** Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Lower Division**MADT 206 Introduction to Commercial Photography and Digital Imaging****3 Units****Typically Offered:** Fall and spring

This course is an introduction to the fundamental vocabulary and techniques of commercial digital photography. Emphasis is placed on developing visual competence in the creation and consumption of lens-based imagery. Course content includes the basics of camera and digital production techniques for color and black and white photographs that are produced as exhibition-quality prints and on-screen imagery for commercial use. Includes a broad-based survey of photo history, contemporary theory, and current issues related to the practice of photography. Open to non-majors. 3 hours laboratory, 2 hours lecture. (001654)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Lower Division; Sustainable Course**MADT 216 Introduction to Digital Audio in Media****3 Units****Typically Offered:** Fall and spring

This course provides a theoretical and practical knowledge of digital audio productions techniques for radio, video, and multimedia. Particular emphasis is placed on audio for video and production strategies for effective communication in audio. 3 hours discussion. (001652)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Lower Division**MADT 217 Social Media Photography****3 Units GE****Typically Offered:** Fall and spring

This course provides students with an appreciation for aesthetic values, the knowledge of photographic techniques, the personal and social responsibility involved in dealing with publishing online content, and the overall sensibility that pertains to artistic minds. The course offers students the ability to create content affected by both their subjectivity and the cultures that surround them, and teach them the social implications of the use of technology in an increasingly mediated world. Student demonstrate knowledge of the application of visual communication, including: understanding subjectivity within online social communities, elements of netiquette, and the implications of cultural (and visual) representation. 3 hours lecture. (021673)

General Education: Arts (C1)**Grade Basis:** Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Lower Division

<p>MADT 218 Social Media Storytelling 3 Units GE</p> <p>Typically Offered: Fall and spring</p> <p>This course begins with the study of the construction of the single still and moving frame (rhetoric of the image) and then expands into the construction of language between frames (editing: the alignment of frames as a sentence) and finally ends with the use of sound design to counterpoint or support visuals. The focus of this class is to develop comprehension of cinematic language and synthesize this comprehension in the creation of the students' own media. Students are also able to evaluate the social and ethical implications of the use of online motion media in an increasingly global world. 3 hours lecture. (021672)</p> <p>General Education: Arts (C1)</p> <p>Grade Basis: Graded</p> <p>Repeatability: You may take this course for a maximum of 3 units</p> <p>Course Attributes: Lower Division</p>	<p>MADT 283 Digital Fundamentals 3 Units</p> <p>Typically Offered: Fall and spring</p> <p>An introduction to 2D design, digital color, vector and raster images, typography, digital production and pre-press techniques. Students learn to prepare documents for printing, using Adobe Illustrator, Photoshop and In Design on the Macintosh computer platform. 4 hours activity, 1 hour lecture. (021059)</p> <p>Grade Basis: Graded</p> <p>Repeatability: You may take this course for a maximum of 3 units</p> <p>Course Attributes: Lower Division; Laptop required</p>
<p>MADT 219 Social Media Technologies 3 Units</p> <p>Typically Offered: Fall and spring</p> <p>An exploration of the design and impacts of new technologies related to communication through social media. 3 hours lecture. (001772)</p> <p>Grade Basis: Graded</p> <p>Repeatability: You may take this course for a maximum of 3 units</p> <p>Course Attributes: Lower Division</p>	<p>MADT 284 Basic Graphic Design 3 Units</p> <p>Prerequisite: MADT 206, MADT 283.</p> <p>Typically Offered: Fall and spring</p> <p>For Graphic Design majors only. Introduction to the language, processes, principles and theories of contemporary graphic design, including computational, critical, systems and visual thinking. Students learn to create meaningful visual form in various contexts, using Adobe Illustrator, Photoshop, and web languages (HTML, CSS, SVG) on the Macintosh computer platform. 2 hours discussion, 2 hours laboratory. (001644)</p> <p>Grade Basis: Graded</p> <p>Repeatability: You may take this course for a maximum of 3 units</p> <p>Course Attributes: Lower Division; Laptop required</p>
<p>MADT 222 Basic Web Design 3 Units</p> <p>Typically Offered: Fall and spring</p> <p>Introduction to hypertext markup language (HTML), Web standards, and the Web publication process. Includes practical exercises in the creation and publication of Web pages and the construction of coherent Web sites. 2 hours activity, 2 hours discussion. (001660)</p> <p>Grade Basis: Graded</p> <p>Repeatability: You may take this course for a maximum of 3 units</p> <p>Course Attributes: Lower Division</p>	<p>MADT 285 Graphic Design Portfolio Review 1 Unit</p> <p>Prerequisite: ARTS 122, ARTS 123, ARTS 125, MADT 222, MADT 284 or faculty permission.</p> <p>Typically Offered: Fall and spring</p> <p>Orientation to the visual portfolio process and review. Successful completion of the course with a grade of CR is necessary for entry into MADT 327 and MADT 334. Review of individual work by faculty committee. 2 hours activity. (001646)</p> <p>Grade Basis: Credit/No Credit</p> <p>Repeatability: You may take this course for a maximum of 1 unit</p> <p>Course Attributes: Lower Division; Laptop required</p>
<p>MADT 261 Foundations of Electronic Media 3 Units</p> <p>Typically Offered: Fall and spring</p> <p>Discussion and analysis of the function, structure, organization, operation, regulation, and economics of the various telecommunication industries, including broadcasting, cable, independent production, and other related new technologies. Successful completion of this course for majors requires a grade of C or higher. Required for enrollment in upper-division Media Arts courses. 3 hours lecture. (001651)</p> <p>Grade Basis: Graded</p> <p>Repeatability: You may take this course for a maximum of 3 units</p> <p>Course Attributes: Lower Division</p>	<p>MADT 303W Communication Criticism (W) 3 Units W, GW</p> <p>Prerequisite: GE Written Communication (A2) requirement.</p> <p>Typically Offered: Fall and spring</p> <p>Study of various approaches to the critical examination of communication. Application of principles to selected texts. This course is required for all majors in the Department of Media Arts, Design, and Technology. 3 hours lecture. (001668)</p> <p>Grade Basis: Graded</p> <p>Repeatability: You may take this course for a maximum of 3 units</p> <p>Course Attributes: Upper Division; Writing Course; Graduation Writing Assessment</p>
<p>MADT 266 Field Video Production 3 Units</p> <p>Prerequisite: MADT 103W, MADT 146, MADT 216. For CAGD majors: CAGD 112, MADT 103W, MADT 141, MADT 216.</p> <p>Typically Offered: Fall and spring</p> <p>Theory and techniques of video production designed to develop skills in all aspects of electronic field video production. The course includes all pre-production, production, and post-production videotape editing elements related to the production of all video programs. 2 hours discussion, 3 hours laboratory. (001720)</p> <p>Grade Basis: Graded</p> <p>Repeatability: You may take this course for a maximum of 3 units</p> <p>Course Attributes: Lower Division</p>	

MADT 307 Technology and Communication 3 Units GE

Prerequisite: GE Oral Communication (A1); GE Written Communication (A2); GE Critical Thinking (A3); GE Mathematics/Quantitative Reasoning (B4) requirements, or consent of the instructor.

Typically Offered: Fall and spring

Students acquire a qualitative understanding of how various information and communication technologies work, the social needs that drive technology developments, and the future impact of new information technologies on work and society. This course is required for all majors in the Department of Media Arts, Design, and Technology. 3 hours lecture. (001659)

General Education: Upper-Division Social Sciences (UDD); Innovation, Design, and the Arts Pathway; Science, Technology, and Society Pathway

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Upper Division

MADT 313 Basics of Advertising Copywriting 3 Units

Prerequisite: MADT 103W or JOUR 260W.

Typically Offered: Fall and spring

An analysis of the role of the copywriter in the creation of media advertising. Emphasis on effective copywriting. Training in the creation of complete campaigns. Includes brief study of ethics and regulations of advertising. 3 hours lecture. (001666)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Upper Division

MADT 314 Rich Internet Media Design I 3 Units

Prerequisite: MADT 222.

Typically Offered: Fall only

A study in the design and development of multimedia. Emphasis on conceptualizing multimedia products for use in education and training, information delivery, and performance support. Hands-on skill development in creating digital elements for use in multimedia, such as graphics, audio, and video and combining these elements into interactive programs. 2 hours activity, 2 hours lecture. (001773)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Upper Division

MADT 322 Advanced Web Design 3 Units

Prerequisite: MADT 222.

Typically Offered: Fall only

Explores modern Web technologies for the production, content management, and user management of web sites. Involves the use of web domain names and hosting services, as well as the integration of database driven content and design management systems. 2 hours activity, 2 hours lecture. (001742)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Upper Division

MADT 327 Information Design 3 Units

Prerequisite: MADT 285 and MATH 105.

Typically Offered: Fall and spring

Introduction to typographic and diagrammatic information design with an emphasis on improving the accessibility and usability of complex data for print and interactive media. Topics include principles of visual and typographic composition, visual perception and cognition, visual symbols, visual representations of hierarchical structures and quantitative information, interaction and navigation in visual interface design. 2 hours activity, 2 hours discussion. (001750)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Upper Division; Laptop required

MADT 331 History of Graphic Design 3 Units

Typically Offered: Fall only

The course is designed to expose visual communication students to significant graphic forms, personalities, and movements. Students will relate symbolic, typographic, photographic, and illustrative imagery to informative and persuasive media. 3 hours discussion. (001670)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Upper Division

MADT 334 Basic Typography 3 Units

Prerequisite: MADT 285.

Typically Offered: Fall and spring

Introduction to typographic syntax, with an emphasis on the organization and visual structure of typographic information. Topics include principle of composition, form-counterform relationships, modular grids, proportion, and visual hierarchy. 2 hours activity, 2 hours discussion. (001672)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Upper Division; Laptop required

MADT 335 Service Design 3 Units

Prerequisite: MADT 334.

Typically Offered: Fall and spring

This course focuses on the planning and organizing of the material and immaterial components of a service in order to improve the quality of interaction between service provider and customers. Students will combine strategic thinking with visualization skills to make ideas tangible. 2 hours activity, 2 hours discussion. (021951)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Upper Division; Laptop required

MADT 337 Packaging 3 Units

Prerequisite: MADT 285.

Typically Offered: Fall only

To prepare the student to develop communication methodology for solving experimental packaging problems; to develop two-dimensional and three-dimensional package simulation techniques; to understand the marketing aspects of packaging, technical reproduction methods of packaging, and interface them with the visual media. 2 hours activity, 2 hours discussion. (001682)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Upper Division

<p>MADT 341 American Radio and Television 3 Units Typically Offered: Fall only This course examines the development of radio/television formats, programming types, ideology, and genres from historical and critical standpoints. The impact on cultural functions, political agendas, social judgment, art forms, and human communication will be addressed through interpretation of mediated content. 3 hours discussion. (001771) Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division</p>	<p>MADT 350 The Art of Cinema and Television 3 Units Typically Offered: Spring only This course is designed to foster appreciation for the art of cinema and television among students. Every year the course covers a different theme (a genre, a director, a TV series, a specific subject matter as explored in American TV and/or cinema). Through the study of cinema and television, the course explores stylistic, narrative, and cultural phenomena. The course also considers various critical approaches to film and television studies in order to examine media representations, artistic forms, and industrial practices. Through screenings, lectures, written assignments, and exams students become familiar with a variety of genres, auteurs, and TV texts. 2 hours activity, 2 hours lecture. (021613) Grade Basis: Graded Repeatability: You may take this course for a maximum of 6 units Course Attributes: Upper Division</p>
<p>MADT 343 Screenwriting 1 3 Units Prerequisite: MADT 103W. Typically Offered: Spring only An advanced writing course on developing and authoring original screenplays for the television and film industries. Industrial processes of screenwriting are also examined including pitching, treatments, coverage, format, style, and other aspects of dramatic narrative structure. 3 hours lecture. (001721) Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division</p>	<p>MADT 352 Media Arts and Identity 3 Units Typically Offered: Spring only Examines the creation and propagation of representations of identity, such as sexuality, ethnicity, race, nationality and class within film, video and electronic arts. 3 hours discussion. (020661) Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division</p>
<p>MADT 344 American Cinema 3 Units Typically Offered: Fall and spring The course offers a survey of American film from historical, industrial, cultural, and stylistic perspectives. In Fall, the content of the course focuses on the beginnings of cinema until the 1950's; in Spring, the content of the course focuses on the 1960's to the present. Readings and screenings explore key American directors, genres, film movements, and technological advancements in relation to industrial and cultural shifts. Open to non-majors. 2 hours activity, 2 hours lecture. (001677) Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division</p>	<p>MADT 353 World Cinema 3 Units Typically Offered: Spring only Investigates the concept of world and national cinema within historical, economic, cultural, and theoretical contexts. 2 hours activity, 2 hours discussion. (020662) Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division</p>
<p>MADT 345 Media Production Management 3 Units Prerequisite: MADT 146. Typically Offered: Spring only This course teaches students key media production management skills during all stages of a media project: development, pre-production, production, post-production, and distribution. This includes producing and the role of the unit production manager. 3 hours discussion. (001761) Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division</p>	<p>MADT 358 Emerging Technologies in Media and Entertainment 3 Units Prerequisite: CAGD 112, CAGD 180 for CAGD majors; JOUR 255 or 255W, JOUR 260W for JOUR majors; MADT 206 for MADT majors. Typically Offered: Fall only This professional skills and technology course teaches students in media, entertainment, and technology fields about new and emerging trends in media and entertainment technologies, including, but not limited to, Virtual Reality, Augmented Reality, Photogrammetry, LIDAR scanning, 360 degree photo-scanning, and Motion Capture. The course is focused on the exploration of emerging technologies, as it applies to the various industries in media and entertainment, including, but not limited to, journalism, storytelling, and game development. 3 hours discussion. (021966) Cross listing(s): CAGD 358, JOUR 358 Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division</p>
<p>MADT 348 Media Analytics 3 Units Typically Offered: Spring only The study of data analytics for media organizations such as film, television, radio, and streaming services. Topics include media industries and audience measurement, data acquisition, data cleaning, data analysis and data visualization. 3 hours lecture. (001762) Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division</p>	<p>MADT 362 Media Performance 3 Units Prerequisite: MADT 103W, MADT 216. Typically Offered: Spring only The skills and techniques of announcing in audio, slide tape, film, and video presentations. Areas covered include copy interpretation and the objective delivery of scripted and ad-lib material in a variety of audio, film, video, and live presentations. 2 hours activity, 2 hours discussion. (001715) Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division</p>

MADT 363 Broadcast News**3 Units****Prerequisite:** MADT 103W, MADT 216.**Typically Offered:** Fall only

Theory, practice, and techniques involved in gathering, writing, and reporting broadcast news. 2 hours activity, 2 hours discussion. (001714)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division**MADT 365 Media Management and Sales****3 Units****Prerequisite:** MADT 261 (with a grade of C- or higher) or faculty permission.**Typically Offered:** Spring only

The programming and management principles involved in the operation of telecommunication facilities. Course content includes sales, media analytics, advertising, programming, legal and ethical management responsibilities, and other related topics. Industry professionals are frequent guest speakers. 3 hours lecture. (001717)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division**MADT 371 Media and Learning****3 Units****Typically Offered:** Fall only

An introduction to the application of media and learning theories that emphasize efforts and practices on designing, developing, delivering, and assessing the effects of digital media on the development of consumers' knowledge, perceptions, beliefs, and behaviors. The understanding and awareness of the impact of media on both intentional and incidental learning will be explored. 3 hours discussion. (021963)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division**MADT 372 Media for Instruction and Training****3 Units****Typically Offered:** Spring only

An introduction to the area of media for instruction and training. The course is divided into three general areas: (1) Hardware; (2) Theory; (3) Application. Students will design and carry out plans for actual use of media in teaching and learning situations. 2 hours discussion, 3 hours laboratory. (021976)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division**MADT 389 Internship in Com Design****1-3 Units****Typically Offered:** Fall and spring

This course is an internship offered for 1.0-3.0 units. You must register directly with a supervising faculty member. 3 hours lecture. (001736)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 15 units**Course Attributes:** Upper Division**MADT 396 Intermediate Commercial Photography and Digital Imaging** **3 Units****Prerequisite:** MADT 206 (with a grade of C or higher).**Typically Offered:** Fall and spring

This course addresses photographic perception, creative process, and a more thorough investigation of narrative editing practices and techniques related to commercial digital photography. Technical concepts include advanced systems of exposure and digital imaging processing for high-quality commercial digital output. Open to non-majors. 2 hours discussion, 3 hours laboratory. (001737)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division; Sustainable Course**MADT 398 Special Topics****1-3 Units****Typically Offered:** Fall and spring

This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 0 hours lecture. (001739)

Grade Basis: Credit/No Credit**Repeatability:** You may take this course more than once**Course Attributes:** Upper Division**MADT 399 Special Problems****1-3 Units****Prerequisite:** Faculty permission.**Typically Offered:** Fall and spring

This course is an independent study of special problems offered for 1.0-3.0 units. You must register directly with a supervising faculty member. 9 hours supervision. (001740)

Grade Basis: Credit/No Credit**Repeatability:** You may take this course for a maximum of 6 units**Course Attributes:** Upper Division**MADT 431 Publication Design****3 Units****Prerequisite:** MADT 334.**Typically Offered:** Fall and spring

Creation of documents to affect audiences, including book, magazine, annual report, newsletter, and experimental formats. Includes publication formula, analysis, and relation to electronic platforms. 2 hours activity, 2 hours discussion. (001753)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division; Laptop required**MADT 432 Sustainable Design** **3 Units****Prerequisite:** MADT 335.**Typically Offered:** Fall and spring

Sustainable Design is an introduction to the design of messages, artifacts, experiences, and services that integrate sustainable practices with graphic design. Students become familiar with the major sustainability principles/theories frameworks and tools and apply them to hands-on projects. 2 hours activity, 2 hours discussion. (001755)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division; Sustainable Course; Laptop required

MADT 433 Human Factors 3 Units Prerequisite: MADT 334. Typically Offered: Fall and spring Exploration of the physical, cognitive, cultural, and social factors that shape audience contexts and the design of human computer interfaces. Students learn to identify design problems, research solutions, build prototypes, and evaluate their effectiveness through user testing. 2 hours activity, 2 hours discussion. (001671) Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division; Laptop required	MADT 438 Senior Project 3 Units Prerequisite: MADT 433. Typically Offered: Fall and spring This course is a comprehensive design course allowing students to apply systems and methodologies gained from earlier courses and projects to solve real-world, pragmatic design problems. Students begin with analysis of their design strengths and weaknesses, personal interests, and career goals. From that base we develop a growth plan for each individual's design work. The main task in the course is to identify an area of research, discuss its relationship to graphic design, plan and execute a multifaceted of visual communication. Student address social, environmental, political, linguistic, philosophical, and cultural issues through an independent, self-authored graphic design project that requires experimentation, adaptability, and specialization. Upon graduation students are expected to have development a refined, intelligent, and professional body of work. 3 hours discussion. (021988) Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division; Laptop required
MADT 434 Advanced Typography 3 Units Prerequisite: MADT 334. Typically Offered: Fall and spring Introduction to typographic semantics, with an emphasis on the expression of meaning, experimentation, and discovery. Topics include contemporary typographic theory, font design, mixing messages, non-linear composition and sequence. 2 hours activity, 2 hours discussion. (001673) Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division; Laptop required	MADT 439W Presentation and Practice (W) 3 Units W Prerequisite: MADT 434. Typically Offered: Fall and spring The course focuses on business aspects of graphic design and developing a portfolio for presentations. 2 hours activity, 2 hours discussion. (001797) Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division; Laptop required; Writing Course
MADT 435 Brand Identity Design 3 Units Prerequisite: MADT 285. Typically Offered: Spring only Analysis, creation, and presentation of identity, branding, and licensing for corporate, government, education, medical, and non-profit organizations. 2 hours activity, 2 hours discussion. (001754) Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division; Laptop required	MADT 443 Screenwriting II 3 Units Prerequisite: MADT 103W, MADT 343. Typically Offered: Fall only This advanced, writing-intensive screenwriting course focuses on the completion of an original, feature length sample screenplay. Students pitch, develop, and complete one screenplay over the semester including participation in collaborative exercises, character arcs, narrative structure, action descriptions, and dialogue seminar workshops. 3 hours seminar. (021950) Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division
MADT 436 Motion Design 3 Units Prerequisite: MADT 334. Typically Offered: Spring only Introduction to time-based information design and kinetic typography, exploring relationships between music and typographic composition for new media. Topics include historical relationships between music and typography, form and space, hierarchy and structure, texture and depth, time and movement. 2 hours activity, 2 hours discussion. (001681) Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division; Laptop required	MADT 458 Applied Emerging Technologies in Media and Entertainment 3 Units Prerequisite: CAGD 112, CAGD 180 for CAGD majors; JOUR 255 or JOUR 255W, JOUR 260W for JOUR majors; MADT 206 for MADT majors. Typically Offered: Spring only This professional skills and technology project-based course engages students in new and emerging technologies in media and entertainment through applied projects requiring students to work in multidisciplinary teams to create completed visual content projects. The course is focused on the application of new and emerging technologies with relevance in various media and entertainment industries, including, but not limited to, journalism, storytelling, and game development. 3 hours discussion. (021969) Cross listing(s): CAGD 458, JOUR 458 Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division
MADT 437 Advanced Graphic Design 3 Units Prerequisite: MADT 434. Typically Offered: Fall and spring An advanced study of contemporary design issues, concerning the application of design process and theory to complex problem-solving across multiple contexts. 2 hours activity, 2 hours discussion. (021023) Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division; Laptop required	

MADT 461W Media Industry Career Workshop (W) 3 Units W**Prerequisite:** Senior standing.**Typically Offered:** Fall and spring

This is the capstone course for all students in the Media Arts Option. Students prepare a professional portfolio of work, a resume and learn about other employment issues. Students also complete an advanced collaborative media project. 3 hours lecture. (020556)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division; Writing Course**MADT 463 Cinematography 3 Units****Prerequisite:** MADT 266.**Typically Offered:** Fall only

This course introduces both the theoretical and practical applications of cinematography. Students become attuned to light and shadow, learn basic camera and lighting systems, organization of these systems, and the visual thought process of cinematography. 3 hours discussion. (021045)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division**MADT 464 Advanced Video Editing 3 Units****Prerequisite:** MADT 216; MADT 218 or MADT 266.**Typically Offered:** Spring only

Involves complicated and detailed editing of video-based materials using digital and analog linear and nonlinear video editing procedures and techniques. 3 hours discussion. (001758)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division**MADT 465 Directing for Film & Television 3 Units****Prerequisite:** MADT 266.**Typically Offered:** Fall only

This course focuses on the theoretical and aesthetic challenges faced by the director. Strategies for preparing actors, character development and casting are addressed and workshops provide students with practical experience in staging dramatic narrative scenes. Students further their visual skills and learn to shape and craft screen performances by gaining a thorough understanding of the actor's language and technique. 3 hours discussion. (021044)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division**MADT 466 Studio Video Production 3 Units****Prerequisite:** MADT 266.**Typically Offered:** Fall only

Theory and techniques of color video production designed to develop skills in all aspects of video production. This course includes pre-production and production elements related to the production of all video programs. 2 hours discussion, 3 hours laboratory. (001719)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division**MADT 468 Video Production Workshop 3 Units****Prerequisite:** MADT 266.**Typically Offered:** Spring only

Selected video production projects involving advanced techniques not covered in other production courses, including integration of other media forms into complete video programs. 2 hours discussion, 3 hours laboratory. (001759)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 6 units**Course Attributes:** Upper Division**MADT 489 Communication Design Intern 1-12 Units****Prerequisite:** MADT 285 or faculty permission.**Typically Offered:** Fall and spring

This course is an internship offered for 1.0-12.0 units. You must register directly with a supervising faculty member. The internship is a program designed to provide the student with occupational experience within the industrial environment in the information and communication profession prior to graduation. The internship is designed as a transition to professional practice wherein the student will work full-time within an industrial firm for a length of time to be established between the cooperating firm, the intern, and California State University, Chico. The student will experience a wide range of industrial situations, conditions, and practice. Students will serve their internship under the direct supervision of a practicing member of the profession. 0 hours independent study. (001788)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 15 units**Course Attributes:** Upper Division**MADT 496 Applied Commercial Photography and Digital****Imaging** **3 Units****Prerequisite:** MADT 396 with a grade of C or higher or faculty permission.**Typically Offered:** Fall and spring

This course addresses the development and execution of a single commercial photography project culminating in a final portfolio. Individual research on historic and contemporary photo-practices is expected. Open to non-majors. 2 hours discussion, 3 hours laboratory. (001794)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 6 units**Course Attributes:** Upper Division; Sustainable Course**MADT 498 Special Topics 1-3 Units****Typically Offered:** Fall and spring

This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours supervision. (001798)

Grade Basis: Graded**Repeatability:** You may take this course more than once**Course Attributes:** Upper Division**MADT 499 Special Problems 1-3 Units****Prerequisite:** Faculty permission.**Typically Offered:** Fall and spring

This course is an independent study of special problems offered for 1.0-3.0 units. You must register directly with a supervising faculty member. 3 hours supervision. (001799)

Grade Basis: Credit/No Credit**Repeatability:** You may take this course for a maximum of 6 units**Course Attributes:** Upper Division

MADT 697 Independent Study**1-3 Units****Prerequisite:** Faculty permission.**Typically Offered:** Fall and spring

This course is a graduate-level independent study offered for 1.0-3.0 units. You must register directly with a supervising faculty member. 9 hours supervision. (001811)

Grade Basis: Report in Progress: Graded**Repeatability:** You may take this course for a maximum of 6 units**Course Attributes:** Graduate Division**MADT 698 Special Topics****1-3 Units****Prerequisite:** Department permission.**Typically Offered:** Fall and spring

This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours lecture. (001810)

Grade Basis: Graduate Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Graduate Division**MADT 699P Master's Project****3 Units****Typically Offered:** Fall and spring

You must register directly with a supervising faculty member. 9 hours supervision. (001812)

Grade Basis: Report in Progress: CR/NC**Repeatability:** You may take this course for a maximum of 6 units**Course Attributes:** Graduate Division**MADT 699T Master's Thesis****3 Units****Typically Offered:** Fall and spring

You must register directly with a supervising faculty member. 9 hours supervision. (001813)

Grade Basis: Report in Progress: CR/NC**Repeatability:** You may take this course for a maximum of 6 units**Course Attributes:** Graduate Division

Media Arts, Design, and Technology Department

The Faculty

Daniel F Carter 1997

Lecturer

Bachelor of Science Southwest Missouri St Univ

Aaron W Draper 2014

Lecturer

Bachelor of Arts CSU-Chico

Chiara F Ferrari 2007

Professor

Doctor of Philosophy Univ of Cal-Los Angeles

Michael Hayes 2013

Lecturer

Bachelor of Science CSU-Chico

Nanhee Kim 2014

Associate Professor

Master of Fine Arts Iowa St Univ

Jonathan W Knolle 2000

Lecturer

Master of Science CSU-Chico

Teresa E Matz Givens 2022

Lecturer

Master of Fine Arts Academy of Art University

Jennifer H Meadows 1996

Professor

Doctor of Philosophy Univ of Texas at Austin

Scott A Miller 2023

Lecturer

Master of Arts Texas A&M Univ

Joshua L Moss 2016

Chair

Doctor of Arts Univ of Southern Cal

Valerie A Murphy 2022

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Rebecca J Ormond 2015

Associate Professor

Master of Fine Arts Univ of Cal-San Francisco

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Lecturer

Master of Business Admin CSU-Chico

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Professor

Master of Fine Arts Yale Univ

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Master of Arts Louisiana St Univ & Agri & Mec

Aaron Bor

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Doctor of Education Univ of Northern Colorado

Terry D Curtis

Emeritus

Juris Doctor Univ of Chicago