MEDIA ARTS, DESIGN, AND TECHNOLOGY

Media Arts, Design, and Technology Department (http://www.csuchico.edu/madt/)
Tehama Hall 205
530-898-4048
530-898-5877 (fax)
Email: madt@csuchico.edu
Chair: Thomas Welsh

Insight
The BA 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.

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, 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), a student chapter of AIGA (the professional organization for design), the Instructional Design and Technology Association, and the Digital Filmmaker’s Guild.

Career Outlook
In our increasingly fluid mass media landscape, the communication design and media industries play an expanding critical role as dynamic arbiters of 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 industrials, instructional design, scripted entertainment, live broadcasting, photography, social media storytelling, commercial advertising, and even personal media consumption, the importance of communication design and the role of the 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/)
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Typically Offered</th>
<th>Prerequisite</th>
<th>Course Attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td>MADT 104</td>
<td>Media Arts Symposium</td>
<td>1 Unit</td>
<td>Fall only</td>
<td></td>
<td>Lower Division</td>
</tr>
<tr>
<td>MADT 141</td>
<td>Media Aesthetics</td>
<td>3 Units</td>
<td>Fall and spring</td>
<td></td>
<td>Lower Division</td>
</tr>
<tr>
<td>MADT 146</td>
<td>Introduction to Media Production</td>
<td>3 Units</td>
<td>Fall and spring</td>
<td>MADT 141</td>
<td>Lower Division</td>
</tr>
<tr>
<td>MADT 198</td>
<td>Special Topics</td>
<td>1-3 Units</td>
<td>Fall and spring</td>
<td>Department permission</td>
<td>Lower Division</td>
</tr>
<tr>
<td>MADT 203</td>
<td>Latinx Film: Representation, Resistance, and Disruption</td>
<td>3 Units</td>
<td>Fall and spring</td>
<td></td>
<td>Lower Division</td>
</tr>
<tr>
<td>MADT 206</td>
<td>Introduction to Commercial Photography and Digital Imaging</td>
<td>3 Units</td>
<td>Fall and spring</td>
<td></td>
<td>Lower Division</td>
</tr>
<tr>
<td>MADT 216</td>
<td>Introduction to Digital Audio in Media</td>
<td>3 Units</td>
<td>Fall and spring</td>
<td></td>
<td>Sustainable Course</td>
</tr>
<tr>
<td>MADT 217</td>
<td>Social Media Photography</td>
<td>3 Units</td>
<td>Fall and spring</td>
<td></td>
<td>Arts (C1)</td>
</tr>
<tr>
<td>MADT 218</td>
<td>Social Media Storytelling</td>
<td>3 Units</td>
<td>Fall and spring</td>
<td></td>
<td>Arts (C1)</td>
</tr>
</tbody>
</table>
MADT 219  Social Media Technologies  3 Units
Typically Offered: Fall and spring
An exploration of the design and impacts of new technologies related to communication through social media. 3 hours lecture.  (001772)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Lower Division

MADT 222  Basic Web Design  3 Units
Typically Offered: Fall and spring
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)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Lower Division

MADT 261  Foundations of Electronic Media  3 Units
Typically Offered: Fall and spring
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)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Lower Division

MADT 266  Field Video Production  3 Units
Prerequisite: MADT 103W, MADT 146, MADT 216. For CAGD majors: CAGD 112, MADT 103W, MADT 141, MADT 216.
Typically Offered: Fall and spring
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)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Lower Division

MADT 283  Digital Fundamentals  3 Units
Typically Offered: Fall and spring
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)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Lower Division; Laptop required

MADT 284  Basic Graphic Design  3 Units
Prerequisite: MADT 206, MADT 283.
Typically Offered: Fall and spring
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)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Lower Division; Laptop required

MADT 285  Graphic Design Portfolio Review  1 Unit
Prerequisite: ARTS 122, ARTS 123, ARTS 125, MADT 222, MADT 284 or faculty permission.
Typically Offered: Fall and spring
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)
Grade Basis: Credit/No Credit
Repeatability: You may take this course for a maximum of 1 unit
Course Attributes: Lower Division; Laptop required

MADT 303W  Communication Criticism (W)  3 Units W, GW
Prerequisite: GE Written Communication (A2) requirement.
Typically Offered: Fall and spring
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)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Upper Division; Writing Course; Graduation Writing Assessment

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 Communication Design. 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 319  Social Media Technologies  3 Units
Typically Offered: Fall and spring
An exploration of the design and impacts of new technologies related to communication through social media. 3 hours lecture.  (001772)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Lower Division

MADT 321  Digital Fundamentals  3 Units
Typically Offered: Fall and spring
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)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Lower Division; Laptop required

MADT 323  Basic Graphic Design  3 Units
Prerequisite: MADT 206, MADT 283.
Typically Offered: Fall and spring
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)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Lower Division; Laptop required

MADT 325  Graphic Design Portfolio Review  1 Unit
Prerequisite: ARTS 122, ARTS 123, ARTS 125, MADT 222, MADT 284 or faculty permission.
Typically Offered: Fall and spring
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)
Grade Basis: Credit/No Credit
Repeatability: You may take this course for a maximum of 1 unit
Course Attributes: Lower Division; Laptop required

MADT 327  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 Communication Design. 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 331  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
**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
**Course Attributes:** Upper Division

### MADT 322 Advanced Web Design
**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
**Prerequisite:** MADT 285 and MATH 105.
**Typically Offered:** Fall and spring
Introduction to typographic and diagramatic 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

### MADT 331 History of Graphic Design
**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. (001672)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

### MADT 332 Experimental Letterpress Print
**Typically Offered:** Fall only
Introduction of letter press printing, with an emphasis on using both traditional hand set type and computer-generated imaging technologies to expand approaches to creative thinking. Topics include paper specifications, fundamentals of ink and color mixing, operating and maintaining platen and cylinder hand presses, basic binding, and finishing operations. 2 hours activity, 2 hours discussion. (001669)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division; Laptop required

### MADT 334 Basic Typography
**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

### MADT 335 Service Design
**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
**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

### MADT 341 American Radio and Television
**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

### MADT 342 Documentary Film
**Prerequisite:** MADT 266.
**Typically Offered:** Spring only
The origins and major movements in the area of the documentary film. Students produce a documentary including research, screenwriting, development, preproduction, production and post-production. 2 hours activity, 2 hours lecture. (001683)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division
MADT 343 Screenwriting 1  
Prerequisite: MADT 103W.
Typically Offered: Fall 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

MADT 344 American Cinema  
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

MADT 345 Media Production Management  
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

MADT 348 Media Analytics  
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

MADT 350 The Art of Cinema and Television  
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

MADT 351 Global Media and Convergence  
Typically Offered: Fall only
The course explores distribution strategies adopted by international media industries in the era of globalization. Such strategies include: genre adaptation, content reformatting, audiovisual translation, and programming. 3 hours discussion. (020660)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Upper Division

MADT 352 Media Arts and Identity  
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

MADT 353 World Cinema  
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

MADT 358 Emerging Technologies in Media and Entertainment  
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

MADT 362 Media Performance  
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
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 366 Media Arts, Design, and Technology 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: Credit/No Credit
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Upper Division; Sustainable Course

MADT 396 Intermediate Commercial Photography and Digital Imaging 3 Units
Prerequisite: MADT 261 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: Credit/No Credit
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
Prerequisite: Faculty 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. 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: MADT 335.
Typically Offered: Fall and spring
This course is for special problems 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. (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

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  
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 434 Advanced Typography  
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 435 Brand Identity Design  
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 436 Motion Design  
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 437 Advanced Graphic Design  
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 438 Senior Project  
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 439W Presentation and Practice (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 443 Screenwriting II  
Prerequisite: MADT 103, MADT 343.  
Typically Offered: Spring 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; Laptop required; Writing Course

MADT 458 Applied Emerging Technologies in Media and Entertainment  
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
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Prerequisite(s)</th>
<th>Typically Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>MADT 461W</td>
<td>Media Industry Career Workshop (W)</td>
<td>3</td>
<td>MADT 266, MADT 268, MADT 465, MADT 466, MADT 467, MADT 468, MADT 404</td>
<td>Fall and spring</td>
</tr>
<tr>
<td></td>
<td></td>
<td>W</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MADT 463</td>
<td>Cinematography</td>
<td>3</td>
<td>MADT 266</td>
<td>Fall only</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MADT 464</td>
<td>Advanced Video Editing</td>
<td>3</td>
<td>MADT 266, MADT 268, MADT 465, MADT 466, MADT 467, MADT 468, MADT 404</td>
<td>Spring only</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MADT 465</td>
<td>Directing for Film &amp; Television</td>
<td>3</td>
<td>MADT 266</td>
<td>Fall only</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MADT 466</td>
<td>Studio Video Production</td>
<td>3</td>
<td>MADT 266</td>
<td>Fall only</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MADT 468</td>
<td>Video Production Workshop</td>
<td>3</td>
<td>MADT 266, MADT 465, MADT 466, MADT 467, MADT 468, MADT 404</td>
<td>Spring only</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MADT 473</td>
<td>Design and Development of Instructional Products</td>
<td>3</td>
<td>MADT 266</td>
<td>Fall only</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MADT 489</td>
<td>Communication Design Intern</td>
<td>1-12</td>
<td>MADT 266</td>
<td>Fall and spring</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MADT 496</td>
<td>Applied Commercial Photography and Digital Imaging</td>
<td>3</td>
<td>MADT 266</td>
<td>Fall and spring</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.  
**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.  
**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.  
**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.  
**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.  
**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.  
**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**

**Frank P Armstrong**  1999  
Lecturer  
Master of Fine Arts Yale Univ

**Daniel F Carter**  1997  
Lecturer  
Bachelor of Science Southwest Missouri St Univ

**Casey C Darr**  2018  
Lecturer  
Bachelor of Arts CSU-Chico

**Francie E Divine**  2005  
Lecturer  
Bachelor of Arts Cal St Univ-Chico

**Aaron W Draper**  2014  
Lecturer  
Bachelor of Arts CSU-Chico

**Chiara F Ferrari**  2007  
Professor  
Doctor of Philosophy Univ Of Cal-Los Angeles

**David W Hall**  2014  
Lecturer  
Master of Fine Arts San Francisco Art Institute

**Michael Hayes**  2013  
Lecturer  
Bachelor of Science CSU-Chico

**Chaz M Kelley**  2012  
Lecturer  
Master of Arts 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

**Joshua L Moss**  2016  
Assistant Professor  
Doctor of Arts Univ Of Southern Cal

**Valerie A Murphy**  2022  
Lecturer  
Bachelor of Science Univ Of Cal-Davis

**Rebecca J Ormond**  2015  
Associate Professor  
Master of Fine Arts Univ Of Cal-San Francisco

**Roberta C Roebuck**  2004  
Lecturer  
Master of Business Admin CSU-Chico

**John M Roussell**  1990  
Professor
Doctor of Philosophy Virginia Polytechnic Institute

Barbara Sudick  2000
Professor
Master of Fine Arts Yale Univ

Jane E Venes  2021
Lecturer
Doctor of Education Iowa St Univ

Thomas M Welsh  1994
Chair
Doctor of Philosophy

Quinn W Winchell  2014
Lecturer

Emeritus Faculty

John G Berryman
Emeritus
Master of Arts Montana St Univ

Thelma D Blalock  1972
Emeritus
Master of Arts Louisiana St Univ & Agrl & Mec

Aaron Bor
Emeritus
Doctor of Education Univ Of Northern Colorado

Terry D Curtis
Emeritus
Juris Doctor Univ Of Chicago

Robert G Main
Emeritus
Doctor of Philosophy Univ Of Maryland College Park