

Media

- MDIA 108 Radio Broadcasting 3 credits**
Attributes: FA HU LA
This course is designed to instruct the student in the operation of a radio station, as well as on-air and off-air broadcasting techniques. Broadcast management, sales, promotion, announcing, and copywriting are considered as they relate to specific assignments and duties at a radio station. Decisions involved with programming formats are considered. Students apply knowledge to individual and collective work projects.
- MDIA 110 Broadcast Writing and Presentation 3 credits**
Attributes: FA HU LA
This course introduces students to writing for broadcast media and the skills needed to present copy over varied media forms. Students will create and record copy for radio, podcast, television, and new media. Students will practice writing news, interview segments, and feature stories for audio and video. Topics include audience analysis; script, feature, news, sports, and commercial copywriting; as well as questions of news standards, practices, and ethics. Students master writing on deadline; fact-checking; and delivering copy in written, verbal, and recorded formats.
- MDIA 111 Introduction to Mass Communication 3 credits**
Attributes: FA HU LA
This course surveys the history and growth of newspapers, radio, television, film, and the telecommunications industries. The course offers the student an awareness of how mass media influence social and personal environment. Contemporary media issues, policies, and ethics are discussed.
- MDIA 112 Television Studio Production 3 credits**
Attributes: FA HU LA
This course provides an introduction to television production theory and practice. The course combines hands-on experience with background lectures. The student's experiences include television terminology, camera operation, switching, audio, floor plans, shot planning, picture composition, studio broadcasting procedures, floor direction, graphics, scenery, videotape, and master control.
- MDIA 113 Radio Production and Podcasting 3 credits**
Attributes: FA HU LA
This hands-on course covers the planning, producing, and performance of radio programs and podcasts. The student produces music, community, and sports/talk-based programming for broadcast, internet radio, and podcast. Students learn audience analysis, delivery style, and production technique.
- MDIA 114 Advanced Television Production 3 credits**
Attributes: FA HU LA
This course concerns producing, directing, writing, and performing for television. This course emphasizes the creative nature of the final program product, operation of the television facilities, studio and control room production, script writing, and directing various television formats. The student is required to develop all phases of an independent television program.
Prerequisite: MDIA 112 Television Studio Production; or departmental approval.
- MDIA 116 Digital Video Editing 3 credits**
Attributes: FA HU LA
Students taking this course learn about digital technology, use the skills and techniques of video production, and practice them in a wholly-digital environment. Using programs like Avid Liquid and Apple Final Cut Pro, students complete projects by building and editing timelines that will then be rendered and output to digital videotape (DV), digital video disk (DVD), and digital web files.
- MDIA 123 Digital Music Production 3 credits**
Attributes: FA HU LA
This is a course for musicians who wish to learn how to digitally produce their music. The course covers music theory, orchestration, arranging, digital audio production techniques, including MIDI, sequencing, multi-track recording, and wave form synthesis.
- MDIA 213 Advanced Radio Production and Podcasting 3 credits**
Attributes: FA HU LA
This course is designed to build upon the skills learned in MDIA 113 Radio Production and Podcasting. This course is an advanced examination of creating, writing, and producing audio materials for radio programming, podcast, and multimedia. It includes an in-depth analysis of the medium, including audience analysis, pre-production, interview techniques, software for podcast and broadcast, social media promotion, distribution, and marketing. The overall purpose of this course is to improve the student's communication skills and develop their understanding of professional techniques of announcing, delivery, and audio production. Two lecture and two laboratory hours per week.
Prerequisite: MDIA 113 Radio Production and Podcasting; or permission of instructor.

MDIA 400 Special Study in Media**1 credit**

Attributes: FA HU LA

This course involves independent work on a selected topic under the direction of members of the Media Arts Department. Limited to two courses per student.

Prerequisite: approval of the Department Chair and Division Dean.

MDIA 401 Practicum in Television or Radio**3 credits**

Attributes: FA HU LA

Offers a work/learning experience in television or radio. The student performs tasks commensurate with actual production entities. The student is closely supervised by a college instructor, will attend one group meeting per week, and will work closely with television or radio professionals. One lecture and four laboratory hours per week.

Prerequisite: MDIA 112 Television Studio Production or MDIA 113 Radio Production: Theory and Practice, and departmental approval.