

DEPARTMENT OF MEDIA AND DESIGN

The Department of Media and Design offers three degrees: a B.S. in Digital Media Production, B.S. in Media and Communication, and a BDes (Bachelor of Design) in Graphic Design. The department offers a multidisciplinary curriculum that integrates creative disciplines such as graphic design, digital media, video production, and user experience design. It aims to equip students with the technical skills and theoretical knowledge necessary to thrive in various media industries. Students gain hands-on experience through projects, internships, and collaborations with professionals, fostering an environment of innovation and critical thinking. The department often emphasizes the importance of storytelling, visual communication, and the impact of media in society, preparing graduates to navigate and shape the evolving landscape of design and communication.

The Digital Media Production Major

The Bachelor of Science (B.S.) in Digital Media Production degree program is designed to prepare students for careers in digital media content production and distribution. The program provides students with the theoretical and technical competence to create meaningful and effective audio-visual content, and offers practical, hands-on experience needed to be successful content creators in an ever-changing digital industry. The program also exposes students to the process of creative ideation and discovery, as well as production asset management and organization. Graduates will be prepared to start personal ventures, work for existing media outlets/companies, or work within corporate media departments. The Digital Media Production degree program aligns with existing South Carolina Technical Colleges and Career and Technical Education (CTE) Radio and TV programs.

Program Objectives

Graduates of the Digital Media Production program are expected to be able to achieve the following objectives:

1. to communicate effectively in written communication and audio/video presentation;
2. to understand the fundamental concepts of teamwork and demonstrate the ability to work in teams;
3. to demonstrate a clear perception of media ethics;
4. to demonstrate industry standard knowledge in video, audio, media technology systems, basic production, broadcast design fundamentals, audience presentation, and media production software; and
5. to demonstrate problem solving skills.

The Graphic Design Major

The Bachelor of Design prepares students for a professional career in the field of design by providing experience in Graphic Design, Web Design, Interactive and Mobile Design, New Media, and other design related areas of study.

Minors in Media and Design

Students from any major may select minors in Design, Public Relations, and Sports Media. Students interested in any of these minors should consult with Media and Design faculty as early in their academic careers as possible.

Design Minor

Requirements for the minor in Design are:

<u>Courses</u>	<u>Credit Hours</u>
ART 103: Drawing I	3
DES 102: Foundations of Design	3
DES 103: Graphic and Interactive Design I	3
DES 104: Typography	3
DES 230: History of Graphic Design	3
Design elective (one 200-, 300-, or 400-level DES course)	3
TOTAL	18

Media and Communication Minor

This minor is not open to Media and Communication majors. It requires a total of 18 hours of coursework as follows:

JOUR 201: Introduction to Journalism	3
COM 101: Media Literacy	3
MEDA 200: Media Skills	3
Nine hours from the following:	9

JOUR 360 Journalism for Multiple Media
 JOUR 375: Feature and Magazine Writing
 MEDA 202: Radio Production or
 MEDA 209: Audio Production I
 MEDA 310: Digital Video Production
 MEDA 312: Advanced Audio Production
 MEDA 340: Television News Reporting
 MEDA 204: Communications Design
 MEDA 219: Communications Photography
 MEDA 290: Media Practicum (3 hours) or
 MEDA 490: Student Media Internship (3 hours)
 MEDA 301: Special Topics in Mass Communication
 MEDA 341: Introduction to Public Relations
 MEDA 351: Social Media
 MEDA 410: Advanced Digital Video Production
 MEDA 450: Advanced Television Production

Public Relations Minor

This minor requires 18 credit hours of coursework as follows:

COM 101: Media Literacy	3
JOUR 201: Introduction to Journalism	3
MEDA 341: Introduction to Public Relations	3
Nine hours from the following:	9

COM 421: Seminar in Communication Law and Ethics
 MKT 201: Principles of Marketing
 MEDA 342: PR Communications
 MEDA 343: PR Cases and Campaigns
 MEDA 345: Advertising Strategies and Design
 MEDA 351: Social Media
 MEDA 490: Student Media Internship (3 hours) or
 MEDA 491: Internship in Media and Communication (3 hours)
 WRIT 373: Writing and Research Methods

Sports Media Minor

This minor requires 18 hours of coursework as follows:

COM 101: Media Literacy	3
MEDA 215: Sports Media and Society	3
JOUR 201: Introduction to Journalism	3
Nine hours from the following:	9

EXSC 424: Sports Psychology
 HIST 344: Sport in American History
 JOUR 360: Journalism for Multiple Media
 MEDA 202: Radio Production
 MEDA 219: Communications Photography
 MEDA 261: Broadcast Writing
 MEDA 310: Digital Video Production
 MEDA 315: Multimedia Sports Journalism
 MEDA 316: Topics in Sports Media
 MEDA 341: Introduction to Public Relations
 MEDA 351: Introduction to Social Media
 MEDA 490: Student Media Internship (sports media, 3 hours)
 MEDA 491: Internship in Media and Communication (sports media, 3 hours)
 SOCI 356: Sociology of Sports and Leisure
 SPTM 101: Introduction to Sport Management
 SPTM 201: Principles of Sport Management or
 MGMT 201: Principles of Management
 SPTM 302: Sport-Marketing

2025-2026 PROGRAM REQUIREMENTS

DEGREE: BACHELOR OF DESIGN (BDes)
MAJOR: GRAPHIC DESIGN

Credit Hours

GENERAL EDUCATION REQUIREMENTS

(For approved courses see General Education: www.lander.edu/gen-ed.)

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|--|---|
| A. Core Academic Skills (9 hours) | 3 |
| *ENGL 101: Writing and Inquiry I | 3 |
| *ENGL 102: Writing and Inquiry II | 3 |
| Mathematics | 3 |
| B. Humanities and Fine Arts | 6 |
| ARTH 111: History of Global Art from 3000 B.C.E. through 1450 C.E. | |
| 3 hours selected from another discipline | |
| C. Behavioral and Social Perspectives | 6 |
| (6 hours selected from 2 different disciplines) | |
| <i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i> | |
| D. Scientific and Mathematical Reasoning | 7 |
| (7 hours selected from 2 different disciplines, 1 lab science required) | |
| E. Founding Documents of the United States | 3 |
| HIST 111R: United States History to 1877 or | |
| HIST 112R: United States History since 1877 or | |
| POLS 101R: American National Government | |
| <i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R</i> | |
| F. World Cultures | 3 |
| G. LINK 101: Leadership, Involvement, Networking and Knowledge | 1 |
| LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen. | |

TOTAL GENERAL EDUCATION REQUIREMENTS	35
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If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to 30 hours.

MAJOR PROGRAM CORE REQUIREMENTS (30 credit hours)

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|---|---|
| ART 103: Drawing I | 3 |
| ART 203: Photography I | 3 |
| ARTH 112: History of Global Art from 1450 C.E. through the Contemporary Era | 3 |
| DES 102: Foundations of Design | 3 |
| DES 103: Graphic and Interactive Design I | 3 |
| DES 104: Typography | 3 |
| DES 105: Graphic and Interactive Design II | 3 |
| DES 202: Typography II | 3 |
| DES 230: History of Graphic Design | 3 |
| DES 499: Senior Design Portfolio | 3 |

MAJOR PROGRAM ADDITIONAL REQUIREMENTS

Graphic and Interactive Design (choose 24 credit hours)

DES 304: Logo and Branding Design
DES 305: Web Design I
DES 306: Motion Graphics
DES 307: Experience Design
DES 309: Digital Illustration
DES 310: Social Media & Networking
DES 311: Package Design
DES 350: Special Topics
DES 402: Publication Design
DES 404: Logo & Branding Design II
DES 405: Web Design II
DES 490: Internship

Design-Related Electives: (choose 6 credit hours from the following)

ART 321: The Photographic Portrait
ART 322: Landscape Photography
ART 323: Documentary Photography
HUMA 370: Documentary Films
MEDA 301: Special Topics in Mass Communication
MEDA 310: Digital Video Production
MEDA 341: Introduction to Public Relations
MEDA 410: Advanced Digital Video Production
MEDA 450: Advanced Television Production
MEDA 460: Emerging Media

TOTAL MAJOR PROGRAM REQUIREMENTS	60
ADDITIONAL ELECTIVES	25
TOTAL FOR BDes DEGREE	120

* Students must earn “C” or better

Students must earn a “C” or better in 100-level art and design courses before proceeding to the sophomore studio courses.

Students will complete a BDes Candidacy Review at the end of the sophomore year and a BDes Review at the end of their final semester.

Students must earn a “C” or better in all program requirement courses.

Students may not take more than 3 studio courses per semester without permission from the department chair.

Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses
<https://www.lander.edu/academics/registrars-office/major-guides.html>

2025-2026 PROGRAM REQUIREMENTS

DEGREE: BACHELOR OF SCIENCE
MAJOR: DIGITAL MEDIA PRODUCTION

Credit Hours

GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: www.lander.edu/gen-ed.)

A. Core Academic Skills (9 hours)	
*ENGL 101: Writing and Inquiry I	3
*ENGL 102: Writing and Inquiry II	3
Mathematics	3
B. Humanities and Fine Arts	
ART 101: Introduction to Art	3
SPCH 101: Speech Fundamentals	3
C. Behavioral and Social Perspectives	6
(6 hours selected from 2 different disciplines)	
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i>	
D. Scientific and Mathematical Reasoning	7
(7 hours selected from 2 different disciplines, 1 lab science required)	
E. Founding Documents of the United States	3
HIST 111R: United States History to 1877 or	
HIST 112R: United States History since 1877 or	
POLS 101R: American National Government	
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i>	
F. World Cultures	3
G. LINK 101: Leadership, Involvement, Networking and Knowledge	1
LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.	
TOTAL GENERAL EDUCATION REQUIREMENTS	35

If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

MAJOR PROGRAM LOWER-LEVEL REQUIREMENTS

COM 101: Media Literacy	3
MEDA 110: Intro to Digital Media Production	3
MEDA 200: Media Skills	3
Writing Requirement:	3
MEDA 261: Broadcast Writing or	
JOUR 201: Introduction to Journalism or	
WRIT 390: Scriptwriting or	
MEDA 201: Foundations of Producing and Directing	3
MEDA 204: Communication Design	3
MEDA 219: Communication Photography	3
MEDA 202: Radio Production or	3
MEDA 209: Audio Production 1	

MAJOR PROGRAM UPPER-LEVEL REQUIREMENTS

COM 421: Seminar in Communication Law and Ethics	3
MEDA 304: Broadcast Graphics	3
MEDA 310: Digital Video Production I	3
MEDA 312: Advanced Audio Production	3
MEDA 350: Web Distribution	3
MEDA 410: Advanced Video Production	3
MEDA 460: Emerging Media	3
MEDA 490: Student Media Internship or MEDA: 491 Internship in Media and Communication	3
MEDA 498: Digital Media Production Exit Project	2
MEDA 499: Capstone	1

MAJOR PROGRAM ELECTIVES

Students must take at least 9 hours of electives from 300- or 400- level related courses. 12
Study abroad courses with a production-related focus can be substituted with the
approval of the Dept. Chair.

ENGL 326: Cultural Studies in American Cinema
ENGL 403: Special Topics in Film Studies
HUMA 370: Documentary Films
HUMA 371: International Films
HUMA 372: Great Film Directors
MEDA 240: TV News Reporting
MEDA 301: Special Topics in Mass Communication
MEDA 315: Multimedia Sports Journalism
MEDA 346: Digital Cinematography
MEDA 380: Special Topics in Global Media
MEDA 401: Special Topics in Digital Media
MEDA 402: Short Film Production
MEDA 403: Advanced Broadcast Graphics
MEDA 450: TV Studio Production
**MEDA 490 or 491: Internship
SPAN 327: Hispanic Cinema in Translation
SPCH 302: Voice Acting
THTR 308: On-Camera Acting Techniques

**An additional internship can be used as an elective only after the Major Requirements
have been met.

TOTAL MAJOR PROGRAM REQUIREMENTS	63
ADDITIONAL ELECTIVES	22
TOTAL FOR BS DEGREE	120

*Students must earn a "C" or better in all program requirement courses and in ENGL 101 and ENGL 102.

Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in
the major.

See 4-year major guides for recommended order in which to take courses
<https://www.lander.edu/academics/registrars-office/major-guides.html>.

2025-2026 PROGRAM REQUIREMENTS

DEGREE: BACHELOR OF SCIENCE
MAJOR: MEDIA AND COMMUNICATION

Credit Hours

GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: www.lander.edu/gen-ed.)

- | | |
|--|---|
| A. Core Academic Skills (9 hours) | 3 |
| *ENGL 101: Writing and Inquiry I | 3 |
| *ENGL 102: Writing and Inquiry II | 3 |
| Mathematics | 3 |
| B. Humanities and Fine Arts | 6 |
| (6 hours selected from 2 different disciplines) | |
| C. Behavioral and Social Perspectives | 6 |
| (6 hours selected from 2 different disciplines) | |
| <i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i> | |
| D. Scientific and Mathematical Reasoning | 7 |
| (7 hours selected from 2 different disciplines, 1 lab science required) | |
| E. Founding Documents of the United States | 3 |
| HIST 111R: United States History to 1877 or | |
| HIST 112R: United States History since 1877 or | |
| POLS 101R: American National Government | |
| <i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i> | |
| F. World Cultures | 3 |
| G. LINK 101: Leadership, Involvement, Networking and Knowledge | 1 |
| LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen. | |

TOTAL GENERAL EDUCATION REQUIREMENTS	35
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If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

MAJOR PROGRAM CORE REQUIREMENTS

- | | |
|---|---|
| *COM 101: Media Literacy | 3 |
| *COM 421: Seminar in Communication Law and Ethics | 3 |
| *JOUR 201: Introduction to Journalism | 3 |
| *MEDA 200: Media Skills | 3 |
| *MEDA 202: Radio Production | 3 |
| *MEDA 310: Digital Video Production | 3 |
| *MEDA 341: Introduction to Public Relations | 3 |
| *MEDA 460: Emerging Media | 3 |
| *MEDA 499: Senior Capstone | 1 |
| *SPCH 101: Speech Fundamentals | 3 |
| *SPCH 201: Voice and Diction | 3 |

MAJOR PROGRAM ADDITIONAL REQUIREMENTS

Writing (Choose 3 hours from the following)	3
JOUR 360: Journalism for Multiple Media	
JOUR 375: Feature and Magazine Writing	
MEDA 261: Broadcast Writing	
WRIT 390: Scriptwriting	
Visual Communication (Choose 3 hours from the following)	3*
JOUR 203: Introduction to Web Design	
JOUR 302: Publication Design	
MEDA 204: Communications Design	
MEDA 219: Communications Photography	
Internship or Practicum (Choose 3 hours from the following)	3*
MEDA 290: Media Practicum	
MEDA 490: Student Media Internship	
MEDA 491: Internship in Media and Communication	
THTR 490: Theatre Internship	
TOTAL MAJOR PROGRAM REQUIREMENTS	40
**ADDITIONAL ELECTIVES (Includes hours for required minor)	45
At least 14 credit hours may need to be 300-level or above.	
The remaining hours may be at any level.	
TOTAL FOR BS DEGREE	120

* Students must earn a “C” or better in all program requirement courses and in ENGL 101 and ENGL 102.

**The Media and Communication major requires a minor. Students are encouraged to work with their faculty advisors to choose a minor that is relevant to their career goals. Other minors or a second major require justification and approval by the faculty advisor and department chair.

Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses.
<https://www.lander.edu/academics/registrars-office/major-guides.html>