

UNDERGRADUATE COURSES OF STUDY

MEDIA

MEDA 110.INTRODUCTION TO MEDIA PRODUCTION

This course is designed to provide students with an introduction to media production systems ranging from microcomputers to broadcast stations. Students will be introduced to industry job descriptions and infrastructures of broadcast stations, commercial production companies, and film crews. Students will also gain hands-on experience with microcomputers to enhance their productivity and efficiency as digital media content creators. *Three credit hours.*

MEDA 200.MEDIA SKILLS

This course introduces students to key concepts, equipment, technologies, and issues related to communication media. Topics include emerging standards, key technologies and related design issues, terminology, media formats, and ethical issues. Upon completion, students should be able to demonstrate basic competencies in media equipment and production technology for presentations, audio, print, photography, video and web communication. Prerequisites: MEDA 101. *Three credit hours.*

MEDA 201.FOUNDATIONS OF PRODUCING AND DIRECTING

This course examines the various aspects of production strategies, such as planning, execution, and communication. Topics include fiscal resources, talent management, scheduling, artistic vision, and directing onscreen actors. Prerequisites: MEDA 101, MEDA 110, and one of the following writing courses: MEDA 261, or WRIT 390, or JOUR 201. *Three credit hours.*

MEDA 202.RADIO PRODUCTION

This course presents theory and provides practice in the operation and management of a radio station. Production laboratories and visits to radio stations are required. Prerequisite: MEDA 200 and either SPCH 201 or SPCH 302. *Three credit hours.*

MEDA 204.COMMUNICATIONS DESIGN

This course introduces the study and application of media design principles including basic design principles, typography, color, photography, video, and multimedia. Explorations will focus on the entire design process during this course, including idea development, research, production, and presentation. *Three credit hours.*

MEDA 209.AUDIO PRODUCTION I

This course introduces sound recording history, digital recording equipment, digital audio workstations, and standard protocols for various audio applications. Prerequisites: MEDA 101 and MEDA 200. *Three credit hours.*

MEDA 215.SPORTS MEDIA AND SOCIETY

This course will cover the relationships between the sports industry, athletes, media, and the audience. Students will learn about the evolution of sports media from the early sportswriters to athletes and teams controlling their own message on social media. Course content includes various mediums – newspapers, magazines, books, radio, TV, online, blogs, social media – in terms of history, function, impact, and ethical implications. (General Education – Humanities and Fine Arts) *Three credit hours.*

MEDA 219.COMMUNICATIONS PHOTOGRAPHY

This course explores the practical techniques of digital photography as a communication medium, with an emphasis on the creative use of camera controls, exposure, digital imaging software, and image presentation. The course concentrates on assignments, critiques, demonstrations, lectures, and personal projects to provide a foundation for creatively experiencing the photographic medium. A digital SLR camera with manual exposure is recommended. *Three credit hours.*

MEDA 240.TELEVISION NEWS REPORTING

This introduces television production techniques including writing, videography, and video editing. The emphasis is on learning the legal, theoretical, and practical requirements of producing television news. Prerequisites: MEDA 101 and JOUR 201, or instructor permission. *Three credit hours.*

MEDA 261.BROADCAST WRITING

This course explores the writing and reporting skills needed for radio, television, and other electronic media. Assignments include opportunities to write copy and scripts according to standard industry formats, and create scripts for news, feature or sports programs, and promotional materials such as PSAs and commercials. Techniques for selecting video and sound bites for their stories will also be presented. Prerequisite: MEDA 101. *Three credit hours.*

MEDA 290.MEDIA PRACTICUM

An on-campus internship designed to give students practical, co-curricular work experience under the direct supervision of a professional in the student's area of interest. The course may be repeated for no more than 6 credit hours total credit. Prerequisites: JOUR 201 and permission of advisor and campus supervisor. *One to three credit hours.*

MEDA 301.SPECIAL TOPICS IN MASS COMMUNICATION

This course focuses on selected topics in mass communication. Topics are chosen to address a subject that is not normally covered in the curriculum or to provide additional in-depth study on a particular topic. Prerequisite: MEDA 101. *Three credit hours.*

MEDA 304.BROADCAST GRAPHICS

This project-based course introduces broadcast design history, motion media, and modern techniques of broadcast graphic design native to non-linear editing software. Prerequisites: MEDA 204, MEDA 310, and either MEDA 202 or MEDA 209. *Three credit hours.*

MEDA 310.DIGITAL VIDEO PRODUCTION

This course introduces students to the fundamentals of digital video production. Students will learn the technological, aesthetic, and theoretical basics of video production and will produce 3 short videos. Students will experience hands-on technical training in scriptwriting, storyboarding, camera operations, non-linear editing, lighting, and sound equipment. Prerequisites: MEDA 101, MEDA 200, and JOUR 201. *Three credit hours.*

MEDA 311.THE ART OF THE PODCAST

Students will examine the art form of the podcast by discussing, evaluating, and anatomizing some of the best works in that genre—including podcasts that speak to their individual lives, philosophies, careers, and interests. Students will also explore the hands-on production of podcasts to apply their understanding of audio storytelling. Students will gain basic audio production skills, develop an “ear” for aesthetically pleasing production, and gain a good working knowledge of podcasting/audio story telling. (General Education – Humanities and Fine Arts) *Three credit hours.*

MEDA 312.ADVANCED AUDIO PRODUCTION

This course teaches advanced skills in the area of audio production, specifically in the hands-on production of commercials, PSAs, radio features, news stories, and specialty programs. The course provides the opportunity to participate in on-air duties on XLR (the Lander University campus radio station). The course introduces advanced audio production protocols; explores how to develop an “ear” for aesthetically pleasing production, and thoroughly examines the various radio formats. Prerequisite: MEDA 202 or MEDA 209. *Three credit hours.*

MEDA 315.MULTIMEDIA SPORTS JOURNALISM

This course provides instruction and training in sports information gathering and writing, interviewing, and reporting. Students will focus on sports writing skills, basic sports production for radio, generation of sports journalism for radio and the internet, and ethics and values of quality sports reporting. Prerequisites: JOUR 201 and MEDA 200. *Three credit hours.*

MEDA 316.TOPICS IN SPORTS MEDIA

This course focuses on selected topics in sports media. Topics are chosen to address a subject that is not normally covered in the curriculum or to provide additional in-depth study on a particular topic. This course may be repeated for additional credit as topics change. Prerequisite: MEDA 215. *Three credit hours.*

MEDA 341.INTRODUCTION TO PUBLIC RELATIONS

This class examines the history, principles, and practice of public relations. It also acquaints students with the tools, techniques, and strategies of the profession. Prerequisite: MEDA 101. *Three credit hours.*

MEDA 342.PR COMMUNICATIONS

This class is designed to develop the professional-level communication skills expected of public relations practitioners. Students will learn fundamental concepts of public relations communications and will create products including PR plans, speeches, press releases, fact sheets, newsletters, brochures, webpages, and media kits. Presentation skills will also be emphasized. Prerequisites: SPCH 101 and MEDA 341. *Three credit hours.*

MEDA 343.PR CASES AND CAMPAIGNS

Students will develop an understanding of theoretical and applied principles of public relation campaigns and programs by examining successful and unsuccessful PR cases. They will use this knowledge to create a comprehensive public relations campaign. Prerequisite: MEDA 341. *Three credit hours.*

MEDA 345.ADVERTISING STRATEGIES AND DESIGN

This course will concentrate on brand identity and targeted advertising across multiple media outlets. Students will explore the fundamental principles of branding, placement, and digital solutions. Students will learn how to strategically utilize each medium into a singular campaign that will be presented at the end of the course. Prerequisite: MEDA 204 or MEDA 341. *Three credit hours.*

MEDA 346.DIGITAL CINEMATOGRAPHY

This project-based class builds on existing knowledge of camera and light systems and covers topics such as composition, lens selection, lighting, and advanced camera movement. Prerequisites: MEDA 201 and MEDA 310, or instructor permission. *Three credit hours.*

MEDA 350.WEB DISTRIBUTION

This class explores and develops fundamental website design principles and protocols for creative content distribution. The course will critically examine historic distribution models, including the advent of online distribution and provides the opportunity to evaluate and apply design principles to original work. Prerequisite: MEDA 204 or JOUR 203. *Three credit hours.*

MEDA 351.SOCIAL MEDIA

This course will examine today's evolving world of social media communication, focusing on the unique features and benefits of today's most widely used platforms. Topics will include search engine optimization, social media research, consumer behavior, strategic planning, and social media campaigns. Prerequisite: MEDA 101. *Three credit hours.*

MEDA 380.SPECIAL TOPICS IN GLOBAL MEDIA

This course will examine special topics related to global media or global media issues. Course topics will change from year to year. Special topics and requirements will be announced in advance and this course may be repeated for additional credit as the topic changes. Prerequisite: ENGL 102. Junior/senior status recommended. (General Education – Humanities and Fine Arts) *Three credit hours.*

MEDA 401.SPECIAL TOPICS IN DIGITAL MEDIA PRODUCTION

This course focuses on specific topics in digital media and non-traditional production. Topics address a subject that is not normally covered in the curriculum or that provide additional in-depth study on a particular topic. This course may be repeated for a maximum of 6 credit hours as the topic changes. Prerequisites: MEDA 202 and MEDA 310, or instructor permission. *Three credit hours.*

MEDA 402.SHORT FILM PRODUCTION

This course entails the creation of short, narrative films to be submitted to film festivals. The course is structured to operate within a film team dynamic, and specific production roles are assigned. Prerequisites: MEDA 310 and either MEDA 202 or MEDA 209, or instructor permission. *Three credit hours.*

MEDA 403.ADVANCED BROADCAST GRAPHICS

Specific hardware and software will be used to design and deploy original graphics packages for use in a variety of broadcast scenarios including live streams. Prerequisite: MEDA 304 or instructor permission. *Three credit hours.*

MEDA 410.ADVANCED DIGITAL VIDEO PRODUCTION

This course provides hands-on experience in the application of techniques of television and video production. Course assignments include the team-based production of short films and informational videos. Prerequisites: MEDA 240 or MEDA 310, or instructor permission. *Three credit hours.*

MEDA 450.ADVANCED TELEVISION PRODUCTION

The emphasis is on the techniques of live studio news production. Students study the process of producing and directing studio camera operations and television news writing. Prerequisites: MEDA 310. *Three credit hours.*

MEDA 460.EMERGING MEDIA

This course explores emerging tools and practices of the constantly evolving media environment. Assignments include research into emerging media technology and the hands-on application of that research. Prerequisites: JOUR 201, MEDA 202, and MEDA 310 or instructor permission. *Three credit hours.*

MEDA 490.STUDENT MEDIA INTERNSHIP

This on-campus internship is designed to give students practical, co-curricular work experience under the direct supervision of a faculty advisor for The Forum Student Newspaper, XLR Lander Radio, the Lander Film Festival, or LUX Studios. The course may be repeated for no more than six total credit hours toward the Media and Communication major. Prerequisite: Instructor permission. *One to three credit hours.*

MEDA 491.INTERNSHIP IN MEDIA AND COMMUNICATION

This internship is designed to give the student practical work experience under the supervision of a professional. A student will work through an approved agency, business, or academic environment under the supervision of one of its professional employees and designated professor. Suitable positions determine availability of internships. Prerequisite: Junior/senior standing or instructor permission. *One to six credit hours.*

MEDA 498.DIGITAL MEDIA PRODUCTION EXIT PROJECT

This course challenges students to focus their cumulative knowledge and skill on an individualized capstone project that meets program standards. A panel of department professors, peers, and/or external reviewers will evaluate the work. This class is reserved for junior and senior level students who have completed more than 50 hours in the degree program. Graded pass/fail. *Two credit hours.*

MEDA 499.SENIOR CAPSTONE

This is a senior capstone course addressing topics including exploration of careers and graduate schools for mass communications and media, professionalism, and preparation of resumes and portfolios. There is also a research project and an exit assessment evaluation. Restricted to Mass Communications and Media Studies majors with senior status. *One credit hour.*