

# Department of Media Arts

## Mission Statement

The Department of Media Arts operates with a clear vision in all our artistic learning endeavors: Pursue Christ. Pursue Craft. This philosophy shapes the foundation for the entire department, guiding students throughout the exploration of their creative process. Students are equipped with the skills and ability to produce meaningful, well-crafted content across a variety of art and media-oriented platforms.

The department aims to foster a collaborative, hands-on experiential learning community and offers a vast range of opportunities that prepare students for professional careers in communication, media and the visual arts. Strong emphasis is placed upon critical thinking, research, and artistic study- both on and off campus.

## Animation & Illustration Major

Bachelor of Science

The Animation & Illustration major is designed to promote breadth of knowledge in visual arts, design, and communication as comprehensive preparation for the field. Specific coursework in traditional and digital animation provides necessary skills leading to entry-level professional careers within the field of digital animation. Strong emphasis is placed upon critical thinking, effective communication, research, and technical production. The degree is granted upon successful completion of credits specified here and on pages 56-57 (40 credits must be successfully completed in 3000- or 4000- level courses).

- **Creative Expression** course in core curriculum must include COM2007.

<b>Foundations</b> .....	<b>12 cr</b>	<b>Capstone</b> .....	<b>4 cr</b>
ANI3105 Figure Drawing .....	2	ANI4835 Portfolio Seminar .....	2
ANI3305 Character Design .....	2	ANI4855 Senior Capstone [OCE] .....	2
ART1011 Drawing I .....	4	<b>Select from the following</b> .....	<b>8 cr</b>
ART1035 Design Concepts.....	4	ANI3015 Illustration .....	2
<b>History &amp; Theory</b> .....	<b>12 cr</b>	ANI3303 3D Modeling .....	4
ANI1005 Animation Principles and Trends .....	4	ANI4302 Advanced Animation & Illustration II.....	4
ART3267 Themes in Art History [WCE] .....	4	ANI4995 Animation & Illustration Internship .....	1-2
MEP1016 Story Structure .....	4	ART2031 Painting I .....	3
<b>Required Production</b> .....	<b>14 cr</b>	ART3112 Drawing II.....	2
ANI1105 Animation I .....	4	DES3217 Motion and Identity Design .....	4
ANI2201 Animation II .....	4	MEP1012 Audio Production .....	3
ANI3201 Advanced Animation & Illustration I .....	4	MEP3135 Single Camera Production.....	3
DES2235 Digital Illustration .....	2		

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 SEE PAGE 58 FOR EXPLANATION AND PREREQUISITES.

## Animation Minor ..... 16 cr

**Required Courses:** ANI1005, 1105; 8 credits from any ANI-prefix courses.

## Illustration Minor..... 16 cr

**Required Courses:** ANI3105, 3305; ART1011; DES2235; 6 credits from ANI3015, ART2021, 2031, 3112, DES1031, or 2236.



## MEDIAARTS

# Art Major

Bachelor of Art or Bachelor of Science

The Art major prepares the student for a career in studio production. The objectives of the major are to provide the student with basic art knowledge and skills using a variety of media and employing concepts drawn from aesthetics, art history and art criticism. The degree is granted upon successful completion of credits specified here and on pages 56–57 (40 credits must be successfully completed in 3000- or 4000-level courses).

- **B.A. option** requires achieving 1002-level competency in an approved foreign language. See page 55.

<b>Foundations</b> .....	<b>10 cr</b>	<b>Production</b> .....	<b>24 cr</b>
ART1011 Drawing I.....	4	<b>Select from the following:</b>	
ART1035 Design Concepts.....	4	ART2031 Painting I.....	3
<b>Select one of the following:</b>		ART3233 Painting II, III, IV.....	3
ANI3015 Illustration.....	2	ART2021 Print I.....	3
ANI3105 Figure Drawing.....	2	ART3223 Print II, III, IV.....	3
ART3112 Drawing II.....	2	ART2048 Ceramics I.....	3
ART3805 Topics in Art & Design.....	2	ART3243 Ceramics II, III, IV.....	3
<b>History &amp; Theory</b> .....	<b>6 cr</b>	ART2251 Sculpture I.....	3
ART3267 Themes in Art History [WCE].....	4	ART3253 Sculpture II, III, IV.....	3
<b>Select one of the following:</b>		ART2081 Photography I.....	3
ART3162 19th and 20th Century Art History.....	2	ART3322 Photography II.....	3
ART3265 Art Since 1945.....	2	ART4995 Art Internship.....	3
ART3365 Aesthetics.....	2	<b>Capstone</b> .....	<b>3 cr</b>
ART3806 Topics in Art History.....	2	ART4855 Senior Seminar in Art [OCE].....	3

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## Art Minor.....16 cr

Required Courses: ART1011 or 1035; 12 credits from any ART-prefix courses.

# Communications Studies Major

Bachelor of Arts or Bachelor of Science

The Communication Studies major is designed to prepare students with foundational communication principles and relational communication skills for a wide variety of contexts and careers that involve working with people and are important for effective leadership, training, and service. The degree is granted upon successful completion of credits specified here and on pages 56-57 (40 credits must be successfully completed in 3000- or 4000-level courses).

- **Scientific & Quantitative Literacy** courses in core curriculum: mathematics course MAT2055 or PSY3005; social science course COM4105 [OCE, WCE].
- **B.A. option** requires achieving 1002-level competency in an approved foreign language. See page 55.

## Required Courses .....30-34 cr

COM2107	Communication Theory	4
COM3105	Gender and Family Communication	4
COM3106	Organizational Communication	4
COM3107	Intercultural Communication	4
COM3135	Business Communication	2
COM3176	Advanced Public Speaking and Speech Writing	4
COM4105	Mass Media and Society [OCE, WCE] (SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	4
COM4308	Communication Research Methods	4

**Workshops** ..... 2-4  
Four enrollments from MEP3626-3628; PRL3625; at least two of which must be taken for credit.

**Internship** ..... 2-4  
One enrollment selected from COM4995, MEP4995, PRL4995, or PRL4996; minimum of 2 credits. The required internship should be completed during a student's junior or senior year. Additional internship credits are encouraged and can apply to free electives, if needed.

## Strategic Communications Selectives .....15-16 cr

### Select 4 credits from the following:

COM3108	Interpersonal Communication	2
PRL2085	Public Relations & Social Media Strategies	4
PRL3187	Sport Public Relations	2
PRL3386	PR Events: Planning & Management	2
PRL3387	Political Communication	2
	Any COM, MEP, or PRL Special Topics course	2

### Select 4 credits from the following:

ENG2146	Professional Writing	2
ENG2235	Editing and Proofreading	2
ENG3248	Grant Writing	2
ENG3249	Social Media Marketing	2
ENG3316	Freelance Content Writing	4
MEP3115	Scriptwriting	4
PRL2061	Multimedia Writing	4

### Select one of the following:

MEP1012	Audio Production	3
MEP1013	Video Production	4
MEP1016	Story Structure	4

### Select 4 credits from the following:

DES1031	Intro to Layout	2
DES2111	Intro to Graphic Design	2
KIN3035	Sports Marketing	4
KIN4055	Sports Facility and Game Management	4
MEP3117	Media Business	4
MIN3065	Digital Ministry	2
MKT1085	Principles of Marketing	4
MKT3165	Digital Marketing	4
MKT3188	Advertising and Promotion	4

Other courses may be applied with approval of the department chair. Workshops do not apply.

The Department of Media Arts strongly recommends the following minors: English, History, Intercultural Studies, Journalism, Marketing, Media Production, Ministry, Museum Studies and Public History, Political Science, Pre-Law, or Sport Communication.

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## Communication Minor .....16 cr

Required Courses: COM1075 or 1825; 2107. Remaining courses selected from any 2000-, 3000-, or 4000-level course with COM-prefix; or MEP3626-3628; or PRL3625.

## Speech Minor .....16 cr

Required Courses: COM1075 or 1825, 3176. Remaining courses selected from the following: COM3135; LIN2226; MIN4306, 4405; PRL3387, 3625; THE1057.

**MEDIAARTS**

# Graphic Design Major

Bachelor of Art or Bachelor of Science

The Graphic Design major prepares the student for a career in graphic design. The major provides basic and advanced instruction in the techniques, technology, and critical-thinking strategies necessary for the field of graphic design. Internships in graphic design are strongly recommended, but it is not possible to guarantee placement. Therefore, a senior project may be necessary to supplement the internship experience. The degree is granted upon successful completion of credits specified here and on pages 56–57 (40 credits must be successfully completed in 3000- or 4000-level courses).

- **B.A. option** requires achieving 1002-level competency in an approved foreign language. See page 55.

**Foundations . . . . .8 cr**

ART1011	Drawing I . . . . .	4
ART1035	Design Concepts . . . . .	4

**History & Theory . . . . . 10 cr**

ART3267	Themes in Art History [WCE] . . . . .	4
DES3069	Design History . . . . .	2

**Select 2–4 credits from the following:**

ART3162	19th and 20th Century Art History . . . . .	2
ART3265	Art Since 1945 . . . . .	2
ART3365	Aesthetics . . . . .	2
ART3806	Topics in Art History . . . . .	2

**Selectives (0–2 cr):**

ANI3015	Illustration . . . . .	2
ANI3105	Figure Drawing . . . . .	2
ART3112	Drawing II . . . . .	2
ART3805	Topics in Art & Design . . . . .	2

**Required Production . . . . . 24 cr**

ART2021	Print I . . . . .	3
ART2081	Photography I . . . . .	3
DES1031	Introduction to Layout . . . . .	2
DES2111	Introduction to Graphic Design . . . . .	2
DES2235	Digital Illustration . . . . .	2
DES2236	Digital Imaging . . . . .	2
DES3215	Interactive Design . . . . .	4
DES3217	Motion and Identity Design . . . . .	4
DES3271	Typography . . . . .	2

**Capstone . . . . .8 cr**

DES4313	Information and Portfolio Design [OCE] . . . . .	4
<b>Select one of the following:</b>		
DES4845	Senior Project in Graphic Design . . . . .	4
DES4995	Graphic Design Internship . . . . .	4

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**Design Minor . . . . . 16 cr**

**Required Courses:** ART1011 or 1035; DES1031, 2111, 2235, 2236; DES3215 or DES3217.

# Media Production Major

Bachelor of Science

The Media Production major is home to the Media Entertainment Lab (the MEL) and is designed to prepare students not only for careers in traditional media such as radio, television, journalism, and film, but also in emerging paths like churches, ministries, production houses, small business, and Fortune 500 companies. More and more outlets are seeing the value of storytelling through high-quality media. Podcasts, short films, and online articles help businesses tell stories to connect people with their brand. As students pursue Christ, they pursue the creative craft of audio and video production, visual story-telling, writing, editing, producing, and on-air performance. Students will have unique opportunities to intern/work at Northwestern Media, local production houses, or on other short-term projects. Students gain a critical understanding of how to communicate stories, ideas, and gospel-truth through a variety of different media. Students in the MEL can choose from three tracks: Content Creation & Brand Strategy, Film & Video, and Radio & Recording Arts. The four required MEL Workshops give students hands-on experience in producing content through the Five16 Film Festival, themel.media, and 98.5 HD4. The degree is granted upon successful completion of credits specified here and on pages 56-57 (40 credits must be successfully completed in 3000- or 4000-level courses).

- **Creative Expression** course in core curriculum must include COM2007.
- **Scientific & Quantitative Literacy** social science course in core curriculum: COM4105 [OCE, WCE].

## Media Production Core Required Courses . . . 24-26 cr

MEP1012	Audio Production . . . . .	3
MEP1013	Video Production . . . . .	4
MEP1016	Story Structure . . . . .	4
MEP2115	Production Technology . . . . .	2
MEP3117	Media Business . . . . .	4
MEP4855	Senior Capstone . . . . .	3
MEP4995	Media Production Internship . . . . .	2
COM2007	Introduction to Film (SEE CREATIVE EXPRESSION REQUIREMENT ABOVE)	
COM4105	Mass Media and Society [OCE, WCE] (SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	

**Workshops (4 enrollments)** . . . . . 2-4  
Four enrollments from MEP3626-3628; PRL3625; at least two of which must be taken for credit.

## Track . . . . . 21-24 cr

Select a track. Requirements are listed below.

### Film & Video Track (23-24 cr)

<b>Required Courses</b> . . . . .	<b>16 cr</b>	
MEP3045	Directing the Actor . . . . .	3
MEP3115	Scriptwriting . . . . .	4
MEP3135	Single Camera Production . . . . .	3
MEP3137	Post-Production . . . . .	4
MEP3139	Cinematography and Lighting . . . . .	2
<b>Select 7-8 credits from the following:</b>		
CMC	APPROVED CONTEMPORARY MUSIC CENTER COURSES* . . . . .	8
DES3217	Motion and Identity Design . . . . .	4
LAFSC	APPROVED LOS ANGELES FILM STUDIES CENTER COURSES* . . . . .	8
MEP3126	Brand Production Strategies . . . . .	3
MEP3805	Special Topics in Media Production . . . . .	2-4
MEP4125	Sound Design . . . . .	3
PRL2061	Multimedia Writing . . . . .	4

### Radio & Recording Arts Track (21-22 cr)

<b>Required Courses</b> . . . . .	<b>14 cr</b>	
MEP3125	Advanced Audio Production . . . . .	4
MEP3126	Brand Production Strategies . . . . .	3
MEP4125	Sound Design . . . . .	3
PRL2061	Multimedia Writing . . . . .	4
<b>Select 7-8 credits from the following:</b>		
CMC	APPROVED CONTEMPORARY MUSIC CENTER COURSES* . . . . .	8
DES1031	Introduction to Layout . . . . .	3
DES3217	Motion and Identity Design . . . . .	4
LAFSC	APPROVED LOS ANGELES FILM STUDIES CENTER COURSES* . . . . .	8
MEP3045	Directing the Actor . . . . .	3
MEP3115	Scriptwriting . . . . .	4
MEP3135	Single Camera Production . . . . .	3
MEP3137	Post-Production . . . . .	4
MEP3139	Cinematography and Lighting . . . . .	2
MEP3805	Special Topics in Media Production . . . . .	2-4
PRL2085	Public Relations and Social Media Strategies . . . . .	4
PRL3187	Sport Public Relations . . . . .	2

\* SEE RELATED INFORMATION ON PAGES 23, 45-46, 215-216

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**MEDIAARTS**

**Media Production Minor . . . . . 16 cr**

**Required Courses:** MEP1012 or 1013, 1016; workshops—two enrollments selected from MEP3626-3628; PRL3625. Additional upper-level credits in non-workshop courses with MEP-prefix.

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**Journalism Minor . . . . . 16 cr**

**Required Course:** MEP1012 or MEP1013; PRL2061; 3 credits from MEP3627, 3628, or PRL3625. Remaining credits from DES1031, 2111, MEP3135, 3126, PRL2085, 3187, ENG2146, 2215, 2235, 3316 or approved internship enrollment.

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**Sport Communication Minor . . . . . 16 cr**

**Required Courses:** MEP1012 or MEP1013; PRL2061; 3 credits from MEP3627, 3628, or PRL3625. Remaining credits selected from: KIN1065, 2025, 3035, 3045, 4055; PRL3187; approved practicum or internship enrollment.

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**Visual Arts Education Major . . . . . see Department of Teacher Education**

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