

# MEDIA ARTS, B.A.

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Through hands-on experience and the critical investigation of how media works, the media arts major prepares students to work, and thrive, in diverse media environments across multiple industries, including the arts and entertainment, business, education, and research. Students choose from a wide array of courses in film, video, and audio production; animation; video game design; screenwriting; the global history of film, television, and other screen media; the policies and practices of contemporary media industries; the aesthetics and politics of storytelling and representation across media in national and global contexts; comics studies; and more.

Based on their own interests and goals, students choose from one of two concentrations in the major: Media Production or Media Studies. All majors concentrating in Media Production complete an internship requirement, and this is also an option for those concentrating in media studies. Majors can expand their knowledge and skills by pursuing a complementary minor in either Film and Media Studies or Media Arts Production.

Students from both areas have gone on to careers in film, television, gaming, advertising and marketing, community media, media education, media archiving, and much more.

## Learning Outcomes

1. Media Arts students will create media projects that demonstrate the relationship between different form(s) and meaning(s).
2. Media Arts students will analyze how specific examples of moving image media communicate to audiences and with what implications and effects.
3. Media Arts students will demonstrate basic proficiency of techniques across a variety of platforms and processes for the creation of digital media artworks.