



MEDIA PRODUCTION

Communication Arts

School of Media and Design

Program Overview

Within a liberal arts curriculum, the goals of the Bachelor of Arts in Communication Arts are to cultivate the student's imagination and creativity through mastery of the technical skills needed to become effective professionals in the field of communication; to create an environment which fosters the exploration of diverse perspectives and encourages students to use their skills and resources to serve their community and society, so they are prepared to participate confidently, ethically, and competently as concerned and enlightened citizens.

Career Opportunities

Communication professionals aim to educate, to inform, to entertain and to persuade using mass media such as radio, TV, film, Internet, newspapers, magazines, public relations, advertising and other forms of new media. Communication graduates can seek career opportunities in a wide variety of industries to include business, education, not-for-profit agencies and the government. Graduates may also seek opportunities in different branches of communication-journalism, visual arts and design, and performance arts. Former students have become writers, producers, directors, editors, public relations specialists, videographers, filmmakers, broadcast journalists, advertising specialists, event planners, social media specialists, teachers, web specialists, bilingual journalists and convergent media specialists.

Media Production

With the requirements of Video Production I, Video Production II, Audio Production I, and Producing/Directing Seminar, Media Production students are able to build portfolios of their creative work and courses such as Aesthetics of Visual Perception and Script Writing augment a student's portfolio. Finally, one can earn credits by broadcasting in news, entertainment and sports through UIW radio and TV live productions at our broadcast studios or live sporting events. Students experience hands-on, real world experience in the Media Production concentration.

Accelerated Bachelor's to Master's Degree

Students who qualify may participate in an Accelerated Bachelor's to Master's program (ABM). This program enables student to complete an undergraduate and graduate degree in less time (minimum five years). An accelerated program results in a lower cost and a time-saving for students because they are allowed to take up to nine hours of graduate courses in their fourth year as part of the banded tuition. Students must apply for the ABM program in the beginning of their junior year and have the necessary GPA and GRE scores to enter the program.

On-Campus Student Media Practicum

Logos--Campus newspaper (uiwlogos.org) **KUIW**--Campus radio station
UIWtv-- Campus television station (uiwtv.org) (kuiw.org)

Scholarships

Aaron A. Rodriguez Journalism Scholarship
Cameron Redus Endowment Scholarship
Student Media Scholarship
Jason W. Curnutt Endowed Scholarship In Communication Arts

Contact

Hank McDonnell, Director, Communication Arts
Office: AD 280, 4301 Broadway, CPO 404 San Antonio, Texas 78209
Phone: (210) 283-5042 E-mail: mcdonnell@uiwtx.edu

Website

www.uiw.edu/commarts
continued on reverse side

**Bachelor of Arts in Communication Arts
Media Production
SCHOOL OF MEDIA AND DESIGN
2015-2017**

Freshman Year: Fall		Hrs.
COMM 1311 Public Speaking	1	
ENGL 1311 Composition I	3	
COMM 1100 Orientation Comm Arts	3	
COMM 1301 Introduction to Mass Comm.	3	
DWHP 1200 Dimensions of Wellness	2	
PE Activity Course	1	
COMM 1305 Computer Literacy	3	
Total hours	16	

Sophomore Year: Fall		Hrs.
Second Language I	3	
ENGL 2310 World Literature Studies	3	
COMM 2315 Writing for the Media	3	
COMM 2360 Video Production I	3	
Science with Lab	4	
Total hours	16	

Junior Year: Fall		Hrs.
COMM 2320 Audio Production I	3	
RELS or PHIL (3000 or 4000 Level)	3	
COMM 4315 Media Ethics	3	
COMM Arts Electives	3	
General Electives <u>or</u> COMM Arts Electives	3	
Total hours	15	

Senior Year: Fall		Hrs.
ENGL 3000 <u>or</u> 4000 Level	3	
COMM 3365 Multimedia Design & Production <u>or</u> COMM 4340 Graphic Design	3	
COMM 4332 Law and the Media	3	
COMM Arts Electives	3	
General Electives <u>or</u> COMM Arts Electives	3	
Total hours	15	

Freshman Year: Spring		Hrs.
ENGL 1312 Composition II	3	
Social Science Core Course	3	
Fine Art Core Course	3	
PHIL 1381 Introduction to Philosophy	3	
RELS 1305, 1315, 1325, 1335	3	
Total hours	15	

Sophomore Year: Spring		Hrs.
Second Language II	3	
COMM 3360 Video Production II	3	
ENGL 2365 Prof & Tech Comm	3	
HIST 1311, 1312, 1321, 1322	3	
MATH 1304 <u>or</u> 1306 <u>or</u> higher	3	
Total hours	15	

Junior Year: Spring		Hrs.
COMM 4358 Producing Directing Seminar	3	
ENGL 3375 <u>or</u> any Upper Level ENGL	3	
COMM 3310 Theories of Communication	3	
COMM Arts Electives	3	
General Electives <u>or</u> COMM Arts Electives	3	
Total hours	15	

Senior Year: Spring		Hrs.
COMM 4328 Internship	3	
COMM 4390 Senior Portfolio	3	
COMM Arts Electives	3	
COMM Arts Electives	3	
General Electives <u>or</u> COMM Arts Electives	3	
Total hours	15	

**Core Curriculum--Total Hours 43
Major--Total Hours 79
Degree--Total Hours 122**