

CREATIVE MEDIA, B.A.

Creative Media majors use all types of media to tell stories. Whether the genre is fiction or nonfiction, production or management, writing or video, students in Creative Media learn the skills needed to tell these stories in the most effective way possible. Students also examine the meaning of story and how it influences culture and society, and how culture and society influence the story itself. Students tell their stories through both digital media and social media, and may also study music or video games. Creative Media majors develop technical skills, managerial competence, reasoning ability, and ethical judgment so they can become leaders in the film industry. Our courses reflect a liberal arts and sciences orientation, with a professional focus.

Creative Media majors must complete 120 hours for graduation, 43 of which are within the major as outlined below.

In addition to the general education requirements in the University Core curriculum, creative media majors are required to complete 13 hours of JCM core classes and an additional 24 credits of the creative media core classes, as outlined below. The final six credits for the major can be any 300-400-level class within JCM, following all pre-requisite rules as listed in the course catalog. Students also must complete a minor or a second major. Creative Media majors may not complete a minor offered by the Department of Journalism & Creative Media or the Department of Advertising & Public Relations.

Core Curriculum and General Education Requirements

Written Composition (6 credits)		Hours
EN 101	English Composition	3
EN 102 or EN 103	English Composition (if eligible or by exam) Advanced English Composition	3
Foreign Language or Computer Science (8 or 6 credits)		Hours
Foreign Language (FL) ¹		8
Computer Science (CS) ^{1,2}		6
Humanities, Literature, and Fine Arts (12 credits)		Hours
JCM 112	Motion Picture Hy. and Crit.	3
Literature Sequence (L) ³		3
Humanities (HU) or (L) or (FA) ³		6
Natural Science and Mathematics (11 credits)		Hours
Natural Science (NS)		8
Mathematics (MATH)		3
History and Social/Behavioral Sciences (12 credits)		Hours
JCM 100	Introduction to Story	3
History (HI) ³		3
History (HI) or Social/Behavioral Sciences (SB) ³		3
Writing (6 credits)		Hours
Writing (W) ⁴		6

Footnotes

¹ Writing requirement fulfilled by upper level JCM courses. JCM majors do not need to take additional (W) courses.

² Students must select either a (FL) or (CS) sequence.

³ Creative media students completing the computer science requirement are encouraged to take JCM 202.

⁴ Students must complete either a (HI) or a (L) sequence (6 credits).

All JCM students are required to take the following core courses:

JCM Department Core (13 credits)		Hours
JCM 100	Introduction to Story	3
JCM 102	Intro to Med. Content Creation	3
JCM 103	Mechanics of Media Writing	1
JCM 467 or JCM 493 or JCM 496	Ethics in Film and TV ⁵ Ethics and Diversity in Media Ethics in Sports Journalism	3
JCM 497	Business of Film and Video	3
Total Hours		13

Footnotes

⁵ Creative Media students are encouraged to take JCM 467 Ethics in Film and TV to fulfill this requirement.

Creative Media Major (24 credits)		Hours
Skills		9
JCM 201	Intro to Media Production	
JCM 202	Intro to Post Production	
JCM 350 or JCM 351	Advanced Videography Video for Digital Content	
Concepts		9
JCM 112	Motion Picture Hy. and Crit.	
JCM 212	Film and Media Theory	
JCM 311 or JCM 312 or JCM 412 or JCM 413 or JCM 414	Critical Study of Television International Cinema Seminar in American Cinema Gender, Music, and Pop Culture Films and Ind. Cinema	
Credit Hours Subtotal:		18

Two-Course Sequence

Students must choose one sequence from the list below and take both courses.

Film Writing

JCM 346 Short Film Writing (and)
or

JCM 347 TV Film Writing

JCM 466 Feature Film Writing

Scene Directing

JCM 437 Scene Directing (and)

JCM 438 Directing

or

JCM 450 Adv. Video Projects

Producing	
JCM 354	Producing (and)
JCM 454	Advanced Producing
Documentary	
JCM 318	Documentary Storytelling (and)
JCM 441	Documentary Production
Post-Production Tools	
JCM 335	Audio Production (and)
or	
JCM 462	Motion Graphics
JCM 433	Advanced Post Production
Multicamera Production	
JCM 431	Multicamera Production (and)
JCM 477	Production House

Total Hours **24**

Creative Media Electives (6 credits) **Hours**

Students are encouraged to take JCM or MC 300-400 elective 6
 classes connected to their sequence, assuming pre-reqs for those
 courses are met at the time of enrollment.

Creative media majors work in television, film, radio and internet, as directors, producers, videographers, editors, documentarians, production managers, lighting designers, film critics, program directors, marketing and promotion directors, technical directors, sound technicians, television critics, media sales reps, scriptwriters, entertainment interviewers, audience analysts, researchers, general managers and production assistants.

Types of Jobs Accepted

Entry-level jobs include videographers, editors, production assistants, media sales representatives, or office workers in programming or promotion. Authors, filmmakers, directors and producers often start in these jobs as they learn about the film business.

Jobs of Experienced Alumni

Our alumni hold top positions in media organizations and commonly become television directors, movie producers, national news reporters, and national sports reporters.

Learn more about opportunities in this field at the Career Center