

CREATIVE MEDIA, BA

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, including the 39 hours outlined below. Creative Media majors are required to complete a minor or second major.

Creative Media Major (39 Credits)		Hours
JCM 100	Introduction to Story	3
JCM 102	Media Foundations	3
JCM 112 or JCM 113 or JCM 114 or JCM 235	Motion Picture Hy. and Crit. TV History & Analysis Seeing History Through Film Social Media and Society	3
JCM 130	Production Crew Practicum	3
JCM 201	Media Production	3
JCM 202	Editing I	3
JCM 212	Film and Media Theory	3
JCM 467	Ethics in Film and TV	3
Skills		3
JCM 350 or JCM 335 or JCM 354 or JCM 361 or JCM 431 or JCM 433 or JCM 477	Narrative Production Audio Production Production Management Documentary Production Multicamera Production Editing II Production House	
Concepts		3
JCM 311 or JCM 312 or JCM 318 or JCM 412 or JCM 413 or JCM 414	Critical Study of Television International Cinema Documentary Storytelling American Cinema History Gender, Music, and Pop Culture Films and Ind. Cinema	
Writing		3

JCM 346 or JCM 347	Screenwriting I TV Writing	
Elective		3
Students must choose one additional JCM 300 or JCM 400 elective, assuming pre-reqs for the course are met at time of enrollment.		
Capstone		3
JCM 497 or JCM 452 or JCM 453 or JCM 492	Creative Media Careers JCM in LA Part I JCM on Location Media Professional Development	
Total Hours		39

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