

# 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, 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 4 hours of JCM core classes and an additional 33 credits of the creative media core classes, as outlined below. The final six credits for the major are electives and 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.

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

JCM Department Core (4 credits)		Hours
JCM 102	Intro to Med. Content Creation	3
JCM 103	Mechanics of Media Writing	1
<b>Total Hours</b>		<b>4</b>
Creative Media Major (33 credits)		Hours
JCM 100	Introduction to Story	3
JCM 467	Ethics in Film and TV	3
JCM 497	Business of Film and Video	3
<b>Skills</b>		<b>9</b>
JCM 201	Intro to Media Production	
JCM 202	Intro to Post Production	
JCM 350	Advanced Videography	
or		
JCM 351	Video for Digital Content	
<b>Concepts</b>		<b>9</b>
JCM 112	Film Screening to Streaming	
JCM 212	Film and Media Theory	
JCM 311	Critical Study of Television	
or		
JCM 312	International Cinema	
or		
JCM 412	Seminar in American Cinema	
or		
JCM 413	Gender, Music, and Pop Culture	
or		
JCM 414	Films and Ind. Cinema	
Credit Hours Subtotal:		27
<b>Two-Course Sequence</b>		<b>6</b>

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

### Screenwriting

JCM 346 Introduction to Screenwriting (and)  
or  
JCM 347 TV Writing  
JCM 466 Feature Film Writing

### 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  
JCM 381 Digital Media Practicum

**Total Hours** **33**

### 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