

# School of Continuing Studies

## Media Arts

The Media Arts program at the School of Continuing Studies offers majors and minors in Media Arts, Public Relations, Digital Design and Website Development. There are also minors in Advertising and Graphic Design, and post-baccalaureate certificates in all five majors.

The program is open to all part-time students admitted to the School of Continuing Studies. The program concentrates on oral and written applied communications skills, acquaintance with computer technologies, and aspects of business relevant to communicators. Students can tailor course selection to their areas of interest. Electives may be chosen from an array of disciplines, including English, Speech, Communication, Marketing, Information Technology, Website Design and Development, and Media Arts.

The program prepares students for careers in areas such as journalism, creative writing, graphic design, digital design, computer art, public relations, the Internet, advertising, marketing, film, radio, and television.

## ASSOCIATE OF ARTS

To receive an Associate of Arts in Media Arts, a student must complete at least 61 credits with a cumulative grade point average of 2.000 (C) and a grade-point average of at least 2.000 in the major. All required courses are offered during the evening hours, with some courses also offered in the daytime. Major requirements for the degree consist of:

- a two-course core (MDAR 101 and ENLS 263)
- one Media Arts writing elective (JOUR 201, 320, 330, MDAR 240, 340, CSEN 331 and ENLS 361);
- two Media Arts computer courses (chosen from among MDAR 210, 215, 220, 230, 235, 281, 320, 330, 335, 365, 381, 430, 432, 434, and CPST 229); *School of Continuing Studies: Media Arts 2*
- one ethical/legal course (chosen from among MDAR 201, 205, MGMT 338, and PHIL 103);

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- two Media Arts electives (one of the two must be at 300 level or above) – see list below for eligible courses

In addition, students must complete the following general education courses

- ENGL 101 or CSEN 125
- Math, PHIL 106, 121, CPST 107, or MGMT 325
- one course from oral communications supporting requirement (SPCH 140, 311, MGMT 225, or THEA 210)
- Humanities (3)
- Science (3)
- Social Science (3)
- Electives as necessary to achieve a total of 61 credits

## BACHELOR OF ARTS

To receive a Bachelor of Arts in Media Arts, a student must complete at least 121 credits with a cumulative grade point average of 2.000 (C) and a grade-point average of at least 2.000 in the major. All required courses are offered during the evening hours, with some courses additionally offered in the daytime.

Major requirements for the degree consist of:

- a two-course core (MDAR 101 and ENLS 263)
- one Media Arts writing elective (JOUR 201, 320, 330, MDAR 240, 340, CSEN 331 and ENLS 361);
- two Media Arts computer courses (chosen from among MDAR 210, 215, 220, 230, 235, 281, 320, 330, 335, 365, 381, 430, 432, 434, and CPST 229);
- one ethical/legal course (chosen from among MDAR 201, 205, MGMT 338, and PHIL 103);
- four Media Arts electives (three of the four must be at 300 level or above) – see list below for eligible courses;
- Media Arts 501

In addition, students must complete the following general education courses

- ENGL 101 or CSEN 125 and any English or designated writing course
- Math, PHIL 106, PHIL 121, CPST 107, or MGMT 325
- one course from oral communications supporting requirement (SPCH 140, 311, MGMT 225, or THEA 210) • “nonwestern” culture (Perspectives Outside the European Tradition or Comparative Cultures) or Foreign Language
- Humanities (12, at least two disciplines)
- Science (12, at least two disciplines)
- Social Science (12, at least two disciplines)
- Electives as necessary to achieve a total of 121 credits

### **POST-BACCALAUREATE CERTIFICATE IN MEDIA ARTS**

The certificate program is offered to students who already hold a baccalaureate degree. The certificate will be earned upon successful completion of 10 required courses for the major for a BA in Media Arts.

### **MINOR IN MEDIA ARTS**

The minor is open to students who are in a baccalaureate program other than Media Arts. Students majoring in Journalism, Public Relations, Website Development or Digital Design may count only one course towards both the major and minor requirements. A minor consists of 19 credits distributed as follows:

- a two-course core (MDAR 101 and ENLS 263)
- one Media Arts writing elective (JOUR 201, 320, 330, MDAR 240, 340, CSEN 331 and ENLS 361);
- one Media Arts computer course (chosen from among MDAR 210, 215, 220, 230, 235, 281, 320, 330, 335, 365, 381, 430, 432, 434, and CPST 229);
- one ethical/legal course (chosen from among MDAR 201, 205, MGMT 338, and PHIL 103);
- two Media Arts electives

For all program options, Media Arts electives include MDAR 201, 205, 210, 215, 220, 230, 235, 240, 245, 250, 255, 261, 281, 320, 330, 335, 340, 345, 355, 361, 365, 381, 430, 432, 434, 465, 499, JOUR 201, 301, 310, 320, 330, 340, 350, 360, 401, 405, 470,

CSEN 331, ENLS 361, 363, 365, MKET 320, 330, 201, SPCH 311, CPST 229, and COMM 215. Courses that satisfy the Computer and Legal/Ethical components may also be taken as electives.

## **Media Arts - Public Relations**

### **ASSOCIATE OF ARTS**

To receive an Associate of Arts in Public Relations, a student must complete at least 61 credits with a cumulative grade point average of 2.000 (C) and a grade-point average of at least 2.000 in the major. All required courses are offered during the evening hours, with some courses additionally offered in the daytime. Major requirements for the degree consist of:

- a two-course core (MDAR 101 and ENLS 263);
- MDAR 261
- MDAR 361
- MDAR 205
- MDAR 210
- MDAR 201 or MGMT 338
- one from MDAR 281, 235, or JOUR 340

In addition, students must complete the following general education courses

- ENGL 101 or CSEN 125 and either an English or designated writing course
- Math, PHIL 106, PHIL 121, CPST 107, or MGMT 325
- one course from oral communications supporting requirement (SPCH 140, 311, MGMT 225, or THEA 210)
- Humanities (3)
- Science (3)
- Social Science (3)
- Electives as necessary to total 61 credits

### **BACHELOR OF ARTS**

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To receive a Bachelor of Arts in Public Relations, a student must complete at least 121 credits with a cumulative grade point average of 2.000 (C) and a grade-point average of at least 2.000 in the major. All required courses are offered during the evening hours, with some courses additionally offered in the daytime.

Major requirements for the degree consist of:

- a two-course core (MDAR 101 and ENLS 263);
- MDAR 261
- MDAR 361
- MDAR 365
- JOUR 201
- MDAR 205
- MDAR 210
- MDAR 201 or MGMT 338
- one from MDAR 281, 235, or JOUR 340
- MDAR 501

In addition, students must complete the following general education courses

- ENGL 101 or CSEN 125 and either an English or designated writing course
- Math, PHIL 106, PHIL 121, CPST 107, or MGMT 325
- one course from oral communications supporting requirement (SPCH 140, 311, MGMT 225, or THEA 210)
  - “nonwestern” culture courses (Prospective Outside the European Tradition or Comparative Cultures) or Foreign Language (6-8)
- Humanities (12, at least two disciplines)
- Science (12, at least two disciplines)
- Social Science (12, at least two disciplines)
- Electives as necessary to total 121 credits

## **POST-BACCALAUREATE CERTIFICATE IN PUBLIC RELATIONS**

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The certificate program is offered to students who already hold a baccalaureate degree. The certificate will be earned upon successful completion of the eleven courses required for the major for a BA in Public Relations.

- a two-course core (MDAR 101 and ENLS 263);
- MDAR 261
- MDAR 361
- MDAR 365
- JOUR 201
- MDAR 205
- MDAR 210
- MDAR 201 or MGMT 338
- one from MDAR 281, 235, or JOUR 340
- MDAR 501

## **MINOR IN PUBLIC RELATIONS**

The minor is open to students who are in a baccalaureate program other than Public Relations. Students majoring in Journalism, Media Arts, Website Development or Digital Design may count only one course towards both the major and minor requirements. A minor consists of 19 credits distributed as follows:

- ENLS 263
- MDAR 261
- MDAR 361
- MDAR 365
- MDAR 201 or MGMT 338
- one from MDAR 281, 235, or JOUR 340

## **Media Arts - Digital Design**

### **ASSOCIATE OF ARTS**

To receive an Associate of Arts in Digital Design, a student must complete at least 61 credits with a cumulative grade point average of 2.000 (C) and a grade-point average of at least 2.000 in the major. All required courses are offered during the evening hours, with some courses additionally offered in the daytime. Major requirements for the degree consist of:

- a two-course core (MDAR 101 and ENLS 263);

- MDAR 220
- MDAR 230
- MDAR 235
- MDAR 320 • MDAR 205
- two courses chosen from MDAR 210, 281, 261, 201, 381, CPIS 229, and MGMT 275

In addition, students must complete the following general education courses

- ENGL 101 or CSEN 125
- Math, PHIL 106, 121, CPST 107, or MGMT 325
- one course from oral communications supporting requirement (SPCH 140, 311, MGMT 225, or THEA 210)
- Humanities (3)
- Science (3)
- Social Science (3)
- Electives as necessary to total 61 credits

## **BACHELOR OF ARTS**

To receive a Bachelor of Arts in Digital Design, a student must complete at least 121 credits with a cumulative grade point average of 2.000 (C) and a grade-point average of at least 2.000 in the major. All required courses are offered during the evening hours, with some courses additionally offered in the daytime.

Major requirements for the degree consist of:

- a two-course core (MDAR 101 and ENLS 263);
- MDAR 220
- MDAR 230
- MDAR 235
- MDAR 320
- MDAR 430
- MDAR 205
- two courses chosen from MDAR 210, 281, 261, 201, 381, CPIS 229, and MGMT 275 • MDAR 501

In addition, students must complete the following general education courses

- ENGL 101 or CSEN 125 and either an English or designated writing course
- Math, PHIL 106, PHIL 121, CPST 107, or MGMT 325
- one course from oral communications supporting requirement (SPCH 140, 311, MGMT 225, or THEA 210) • “nonwestern” culture (Perspectives Outside the European Tradition or Comparative Cultures) or Foreign Language (6-8)
- Humanities (12, at least two disciplines)
- Science (12, at least two disciplines)
- Social Science (12, at least two disciplines)
- Electives as necessary to achieve a total of 124 credits

## **POST-BACCALAUREATE CERTIFICATE IN DIGITAL DESIGN**

The certificate program is offered to students who already hold a baccalaureate degree. The certificate is earned upon successful completion of the eleven courses required for the major for a BA in Digital Design.

- a two-course core (MDAR 101 and ENLS 263);
- MDAR 220
- MDAR 230
- MDAR 235
- MDAR 320
- MDAR 430
- MDAR 205
- two courses chosen from MDAR 210, 281, 261, 201, 381, CPIS 229, and MGMT 275 • MDAR 501

## **MINOR IN DIGITAL DESIGN**

The minor is open to students who are in a baccalaureate program other than Digital Design. Students majoring in Journalism, Public Relations, Website Development or Media Arts may count only

one course towards both the major and minor requirements. A minor consists of 18 credits distributed as follows:

- MDAR 220
- MDAR 230
- MDAR 235
- MDAR 430
- two courses chosen from MDAR 210, 281, 261, 201, 381, CPIS 229, and MGMT 275

### **MINOR IN GRAPHIC DESIGN**

In addition to the minor in Digital Design, there is a print-oriented minor in Graphic design open to students who are in a baccalaureate program. Students majoring in Digital Design, Journalism, Public Relations, Website Development or Media Arts may count only one course towards both the major and minor requirements. A minor consists of 18 credits distributed as follows:

- MDAR 220
- MDAR 230
- MDAR 235
- MDAR 335 • MDAR 330
- one course chosen from MDAR 210, 261, 201, or 320

### **Media Arts - Website Development**

#### **ASSOCIATE OF ARTS**

To receive an Associate of Arts in Website Development, a student must complete at least 61 credits with a cumulative grade point average of 2.000 (C) and a grade-point average of at least 2.000 in the major. All required courses are offered during the evening hours, with some courses additionally offered in the daytime.

Major requirements for the degree consist of:

- a two-course core (MDAR 101 and ENLS 263);
- MDAR 220
- MDAR 230
- CPIS 229 or MDAR 281

- CPST 303 or CPST 307
- MDAR 201 or MDAR 205
- MGMT 275

In addition, students must complete the following general education courses

- ENGL 101 or CSEN 125 and either an English or writing course
- Math, PHIL 106, PHIL 121, CPST 107, or MGMT 325
- one course from oral communications supporting requirement (SPCH 140, 311, MGMT 225, MGMT 225, or THEA 210)
- Humanities (3)
- Science (3)
- Social Science (3)
- Electives as necessary to achieve a total of 61 credits

### **BACHELOR OF ARTS**

To receive a Bachelor of Arts in Website Development, a student must complete at least 121 credits with a cumulative grade point average of 2.000 (C) and a grade-point average of at least 2.000 in the major. All required courses are offered during the evening hours, with some courses additionally offered in the daytime.

Major requirements for the degree consist of:

- a two-course core (MDAR 101 and ENLS 263);
- MDAR 220
- MDAR 230
- CPIS 229 or MDAR 281
- CPST 303 or CPST 307
- MDAR 201 or MDAR 205
- MGMT 275
- MDAR 381
- one course chosen from: MDAR 235, 430, CPST 231, 320, 321, 305, 318, 304, 308, or 302

- MDAR 501

In addition, students must complete the following general education courses

- ENGL 101 or CSEN 125 and either an English or designed writing course
- Math, PHIL 106, 121, CPST 107, or MGMT 325
- one course from oral communications supporting requirement (SPCH 140, 311, MGMT 225, or THEA 210) • “nonwestern” culture ( Perspectives Outside the European Tradition and Comparative Cultures) or Foreign Language (6-8)
- Humanities (12, at least two disciplines)
- Science (12, at least two disciplines)
- Social Science (12, at least two disciplines)
- Electives as necessary to achieve a total of 121 credits

#### **POST-BACCALAUREATE CERTIFICATE IN WEBSITE DEVELOPMENT**

The certificate program is offered to students who already hold a baccalaureate degree. The certificate will be earned upon successful completion of the eleven courses required for the major for a BA in Website Development.

- a two-course core (MDAR 101 and ENLS 263);
- MDAR 220
- MDAR 230
- CPIS 229 or MDAR 281
- CPST 303 or CPST 307
- MDAR 201 or MDAR 205
- MGMT 275
- MDAR 381
- one course chosen from: MDAR 235, 430, CPST 231, 320, 321, 305, 318, 304, 308, or 302
- MDAR 501

#### **MINOR IN WEBSITE DEVELOPMENT**

The minor is open to students who are in a baccalaureate program other than Website Development. Students majoring in Journalism, Public Relations, Media Arts or Digital Design may count only one course towards both the major and minor requirements. The minor consists of 18 credits distributed as follows:

- MDAR 220
- MDAR 230
- CPIS 229 or MDAR 281
- CPST 303 or CPST 307
- MDAR 201 or MDAR 205
- one course chosen from MGMT 275 or MDAR 235

#### **MINOR IN ADVERTISING**

The Media Arts and Business Studies Programs jointly offer a minor in Advertising. Any baccalaureate degree program offered by University College may be completed with this minor. Students majoring in Website Development, Journalism, Public Relations, Media Arts or Digital Design may count only one course towards both the major and minor requirements. The minor consists of 18 credits distributed as follows:

- MDAR 261
- MDAR 235
- MKET 320
- MKET 201
- MKET 341
- one course chosen from JOUR 360, ENLS 263, or MGMT 275