Media Production (BA)

This program is offered by the School of Communications/Media Arts Department and is available at the St. Louis main campus and online via asynchronous modality.

Program Description

Students in the Bachelor of Arts in Media Production will develop multimedia production skills through project-based instruction and produce engaging content for commercial, personal, and/or artistic applications. This degree is designed to teach students how to thrive and adapt in a changing, multimodal media environment and to give them a variety of production skills necessary to communicate with impact.

Learning Outcomes

Graduates of this program will be able to:

- Demonstrate a basic proficiency with different forms of digital media.
- Demonstrate special proficiency with at least one special area in media production.
- Build a successful online presence with a unique aesthetic.
- Demonstrate an understanding of the modern media production environment.

Degree Requirements

For information on the general requirements for a degree, see Baccalaureate Degree Requirements under the Academic Policies and Information section of this catalog.

- 45 required credit hours
- Applicable University Global Citizenship Program hours
- Electives

Required Courses (33 credit hours)

- AUDI 1000 Audio Production for Nonmajors (3 hours)
- FTVP 1010 Fundamentals of Video Production (3 hours)
- EPMD 1040 Visual Storytelling (3 hours)
- GAME 1500 Introduction to Video Game Design (3 hours)
- INTM 1600 Introduction to Interactive Media (3 hours)
- MDST 1010 Media Foundations (3 hours)
- INTM 2200 Visual Design for Interactive Media (3 hours)
- MDST 2500 Professional Development (3 hours)
- MDST 3100 Social Media Strategies and Tactics (3 hours) **or** ADVT 3600 Social Media Content and Development (3 hours)
- PHOT 1000 Fundamentals of Photography (3 hours)
- INTM 4620 Senior Overview* (3-6 hours)
  *Capstone Course

Skill Electives:

A minimum of 12 credit hours must be chosen from the following, including at least 3 credit hours at or above the 3000 level:

- AUDI 1063 Introduction to Podcasting (3 hours)
- ADVT 1940 Introduction to Marketing Communications (3 hours)
- ADVT 2350 Introduction to Visual Communications for Advertising and Public Relations (3 hours)
- ANIM 1000 Animation I (3 hours)
- ANIM 1010 Animation II (3 hours)
- ANIM 2200 3D Modeling (3 hours)
- ANIM 3200 3D Animation and Rigging (3 hours)
- COAP 2000 Introduction to Web Programming (3 hours)
- FTVP 1400 Graphics and Effects (3 hours)
- FTVP 2400 Motion Graphics (3 hours)
- FTVP 2500 Event and Studio Production (3 hours)
- GAME 3000 Video Game Design I (3 hours)
- INTM 3050 Information Visualization (3 hours)
- INTM 3100 Introduction to Web Development (3 hours)
- INTM 4200 User Experience Design in Theory and Practice (3 hours)
- MDST 1050 Media Writing (3 hours)
- MDST 4110 Digital Media and Culture (3 hours)
- MDST 4200 Media Research (3 hours)
- PHOT 1500 Digital Imaging and Printing (3 hours)
- PHOT 2200 Lighting Techniques (3 hours)
- PHOT 3100 Documentary Photography and Photojournalism (3 hours)
- SCPT 2900 Scriptwriting (3 hours)