

UC 11112 10F

Approved by CLASS USC

Dr. Sarah Fishman

10/17/10  
Date



APPROVED FEB 23 2011

## Memorandum

RECEIVED NOV 18 2010

TO: Dr. Sarah Fishman, Associate Dean, CLASS  
FROM: Dr. Beth Olson, Director, Valenti School of Communication, ext. 3-2881  
DATE: Sept. 15, 2010  
RE: Proposal for changes in the Media Production Concentration of the VSoC

### Background:

The Valenti School Undergraduate Committee reviewed the requirements for the Media Production concentration, looking at the current UH catalog and discussing revisions for both clarity and effectiveness with faculty. The following recommendations were approved by the committee and endorsed by the faculty at our fall meeting:

### Action:

1. Delete COMM 2350 Introduction to Telecommunication and COMM 3381 Advanced Film Production from permanent inventory. (Neither class is taught and both have been made obsolete by technology advances.)
2. Amend the required classes for the concentration to be COMM 2320 Fundamentals of Media Production (with a grade of C or better), COMM 2322 Television Production I and COMM 2328 Broadcast and Film Writing.
3. Create a Group 2 category of electives to read: Select 12 hours (4 courses) from: COMM 3319 Preproduction, COMM 3320 Audio Production, COMM 3321 Film Production (note: a CBM003 is being submitted to change the course name to Single Camera Studio Production), COMM 3329 Media Performance, COMM 3380 Electronic Field Production, COMM 3382 Intermediate Television Production, COMM 3353 Information and Communication Technologies I, COMM 3383 Nonlinear Editing, COMM 4320 Media Production Workshop I, COMM 4322 Television Producing and Directing I, COMM 4380 Media Production Workshop II, COMM 4381 Digital Cinematography and Narrative Storytelling, COMM 4382 Advanced Non-Linear Editing, COMM 4392 Professional Internship, COMM 4397 Selected Topics in Communication.
4. Revise the previous Group 4 category of electives to become Group 3 and read: Select 6 hours (2 courses): COMM 3319 Preproduction, COMM 3323 Multimedia Production I, COMM 3329 Media Performance, COMM 3324 Photojournalism I, COMM 3350 Media Management, COMM 3353 Information and Communication Technologies I, COMM 3355 Programming and Distribution in the Information Society, COMM 3362 Broadcast and Cable Sales, COMM 3364 Principles of Broadcast Programming and Ratings, COMM 3370 History of Cinema, COMM 3376 Media Effects COMM 4320 Media Production Workshop I, COMM 4322 Television Producing and Directing I, COMM 4323 Multimedia Production II, COMM 4324 Advanced Audio Production, COMM 4328 Broadcast and Film Dramatic Writing, COMM 4337 Television and the Family, COMM 4353 Information and Communication Technologies II, COMM 4376 Economic Aspects of Mass Communication, COMM 4378 The Social Impact of New Information Technology, COMM 4380 Media Production Workshop II, COMM 4381 Digital

Cinematography and Narrative Storytelling, COMM 4382 Advanced Non-linear Editing, COMM 4392 Professional Internship, COMM 4397 Selected Topics in Communication.

Thank you.

If approved, the catalog language would read:

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## Concentration in Media Production

Students will acquire the ability to create communications using audio, video, motion picture, photography and computer graphics techniques. An appreciation and ethical concern for the professional values and effects on an audience of utilizing such techniques will accompany both practical and theoretical instruction. Skills needed to perform the research and writing functions that precede actual production of media programs as well as performance studies are included.

This concentration provides the preparation for internships and entry-level positions available in a wide variety of careers that require media production knowledge and skills, and the foundation for advancement in those fields.

1. COMM: **2320** (with a grade of C or better), **2322**, and **3328**.  
(Must earn a **C** in **COMM 2320** before proceeding to advanced production courses.)
2. Select 12 hours (4 courses) from: 3319, 3320, 3321, 3329, 3353, 3380, 3382, 3383, 4320, 4322, 4380, 4381, 4382, 4392, 4397.
3. Select 6 hours (2 courses) from: COMM: 3319, 3323, 3324, 3329, 3350, 3353, 3355, 3362, 3364, 3370, 3372, 3376, 4320, 4322, 4323, 4324, 4328, 4337, 4353, 4378, 4380, 4381, 4382, 4392, 4397.