

# COMMUNICATIONS AND MEDIA ARTS, B.A.

## Contact

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## Mission

The major in Communications and Media Arts (CMA) features an exceptional and supportive faculty who deliver a curriculum that prepares students for career success in the ever-changing field of communications and its associated areas of media creation and distribution. The program:

- Trains students in essential and fundamental communications theory and practice.
- Provides hands-on experience in visual storytelling and the physical production of visual media.
- Prepares students for ethically and socially responsible roles in the communications and media arts professions and in society.
- Develops media literacy and the ability to recognize, analyze, and overcome academic, creative, and social challenges.
- Guides students to achieve their personal, academic, and career goals.
- Mentors students for entry-level positions in either the private and public sector and/or prepares students for coursework at the graduate level.

## Honors Program

We offer qualified students the option of graduating with Honors. This includes significant scholarly, creative, or experiential activity under the direction of a faculty member. Interested students should consult with their advisor.

## Admissions

See Undergraduate Admissions (<https://catalog.une.edu/undergraduate/admissions/>) for more information.

## Transfer Credit

See Undergraduate Admissions (<https://catalog.une.edu/undergraduate/admissions/>) for more information.

## Financial Information

Tuition and fees for subsequent years may vary. Other expenses include books and housing. For more tuition and fee information, please consult this catalog's Financial Information (<https://catalog.une.edu/undergraduate/financial-information-undergraduate-programs/>) section.

## Curricular Requirements

Code	Title	Hours
<b>Nor'easter Core Requirements</b>		
Nor'easter Core Requirements ( <a href="https://catalog.une.edu/undergraduate/core-curriculum/">https://catalog.une.edu/undergraduate/core-curriculum/</a> )		40
<b>Program Required Courses</b>		
ART 230	Graphic Design	3
CMM 110	Intro to Communications	3
CMM 122	(Oral Communication)	3
or SPC 100	Effective Public Speaking	
CMM 210	Understanding Mass Media	3
or CMM 130	Media Literacy	
CMM 320	Intercultural Communication	3
or CMM 416		
CMM 430	Internship in Communication	3
LIL 120	Introductory Arts and Humanities Seminar (or Program Specific (List A or List B) Elective elective) <sup>1</sup>	3
LIL 420	Arts & Humanities Capstone	3
Select One Communications and Media Arts Concentration Below		12
Select Three Credits of Program Specific Electives from List A Below		3
Select Six Credits of Program Specific Electives from List A or List B Below		6
Open Elective Courses (Students complete open elective credits as necessary to meet the University's 120-credit minimum for graduation. The total number of elective credits required will depend on the student's completed program, core, and other degree requirements.)		35
<b>Total Hours</b>		<b>120</b>

<sup>1</sup> LIL 120 Introductory Arts and Humanities Seminar is a required course for new, first-year students in the School of Arts and Humanities.

Please note: While some courses can fulfill both core and program requirements, the credits earned do not count twice towards the minimum total required credits for the degree.

## Program Specific Elective Options

Code	Title	Hours
<b>List A Electives</b>		
CMM 115	Media Production Fundamentals	3
CMM 120	Visual Storytelling and the Natural World	3
CMM 130	Media Literacy	3
CMM 135	Evolution of Television	3
CMM 170	Evolution of Documentary Film	3
CMM 201	(Digital Media & Software Tools)	3
CMM 211	Introduction to Journalism	3
CMM 216	Sports Field Production	3
CMM 220	(Organizational Communication)	3
CMM 225	Topics in Digital Storytelling	3
CMM 240	(Social Media: Theory & Practice)	3
CMM 290	Introduction to Broadcast Media Writing	3
CMM 300	Documentary Video	3

CMM 305	Public Relations in the Digital Age Public Relations in the Digital Age	3
CMM 311	Digital Video Production	3
CMM 315	Narrative Production III	3
CMM 340	Women and Film	3
CMM 410	Writing for the Screen	3
or WRT 214	Creative Writing: Screenwriting	
CMM 411	(Communication Law & Regulation)	3
CMM 415	Sports Reporting and Writing	3
CMM 420	(Senior Capstone Project)	3
WRT 233	Professional and Technical Communication	3
WRT 317	Proposal and Grant Writing	3

**List B Electives**

ART 105	Elements of Acting	3
ART 106	Two-Dimensional Design	3
ART 111	Scientific Illustration	3
ART 214	Color Digital Photography	3
ART 234	Digital Animation	3
BUMK 200	Marketing	3
BUMK 310	Advertising	3
ENG 140	Indigenous Film and Literature	3
ENV 321	Environmental Communication: Expert Practices for Ecosystem Management	3
HIS 150	Telling Tales of the Past	3
HIS 295	(Medicine and the Media)	3
SLM 160	Intro to Sport Leadership & Mgmt	3

## Communication and Media Arts Concentration Options

### Digital Video Production Concentration

Code	Title	Hours
Select three of the following:		9
CMM 215	Video Field Production	
or CMM 405	DV Studio II	
CMM 216	Sports Field Production	
CMM 300	Documentary Video	
CMM 315	Narrative Production III	
Select one of the following:		3
CMM 115	Media Production Fundamentals	
CMM 120	Visual Storytelling and the Natural World	
CMM 215	Video Field Production	
or CMM 405	DV Studio II	
CMM 216	Sports Field Production	
CMM 225	Topics in Digital Storytelling	
CMM 290	Introduction to Broadcast Media Writing	
CMM 300	Documentary Video	
CMM 310	DV Studio I	
CMM 311	Digital Video Production	
WRT 214	Creative Writing: Screenwriting	
or CMM 410	Writing for the Screen	

**Total Hours** 12

### Sports Media Concentration

Code	Title	Hours
Select three of the following:		9
CMM 115	Media Production Fundamentals	
CMM 215	Video Field Production	
or CMM 405	DV Studio II	
CMM 216	Sports Field Production	
CMM 311	Digital Video Production	
CMM 415	Sports Reporting and Writing	
Select one of the following:		3
CMM 120	Visual Storytelling and the Natural World	
CMM 115	Media Production Fundamentals	
CMM 216	Sports Field Production	
CMM 225	Topics in Digital Storytelling	
CMM 290	Introduction to Broadcast Media Writing	
CMM 300	Documentary Video	
CMM 310	DV Studio I	
CMM 311	Digital Video Production	
CMM 315	Narrative Production III	
CMM 415	Sports Reporting and Writing	
WRT 214	Creative Writing: Screenwriting	
or CMM 410	Writing for the Screen	

**Total Hours** 12

### Reporting and Public Relations Concentration

Code	Title	Hours
Select three of the following:		9
CMM 211	Introduction to Journalism	
CMM 220	(Organizational Communication)	
or WRT 233	Professional and Technical Communication	
CMM 290	Introduction to Broadcast Media Writing	
CMM 305	Public Relations in the Digital Age Public Relations in the Digital Age	
WRT 317	Proposal and Grant Writing	
Select one of the following:		3
BUMK 200	Marketing	
CMM 135	Evolution of Television	
CMM 211	Introduction to Journalism	
CMM 290	Introduction to Broadcast Media Writing	
CMM 305	Public Relations in the Digital Age Public Relations in the Digital Age	
CMM 415	Sports Reporting and Writing	
SLM 225	Sport Marketing	
WRT 214	Creative Writing: Screenwriting	
or CMM 410	Writing for the Screen	
WRT 233	Professional and Technical Communication	

**Total Hours** 12

## Academic and Technical Standards

Communications and Media Arts majors must earn a minimum of a 2.0 GPA.

## Learning Outcomes

The Communications and Media Arts (CMA) major provides our students with the oral, written, technical and critical thinking skills. These skills are necessary to function effectively on an interpersonal level and in the professional world.

The learning outcomes for the CMA degree relate to the acquisition of communication skills and practices that extend across different communication contexts. The learning outcomes listed here are built upon the core competencies that are inherent in each course required for the degree.

1. To demonstrate professional-level oral communication skills. Indicators of achievement include effective public speaking, the application of advanced decision-making, and the ability to negotiate and collaborate.
2. To demonstrate advanced-level written communication skills expected of a professional in the communication and media arts fields. Indicators of achievement are the ability to write informatively, persuasively and clearly for specific professional and creative purposes and situations.
3. To use current technology related to the fields of communications and media arts in the creation of dynamic and compelling visual and written media projects. Indicators of achievement include the skilled use of hardware and software for written work and media production applications, while contributing to the production of media content by serving in different roles and working as part of a creative team.