MEDIA PRODUCTION VIDEO

REQUIREMENTS

CORE CURRICULUM

The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at marshall.edu/gened.

CORE 1: CRITICAL THINKING

CODE	COURSE NAME	HRS	GRADE
FYS 100	First Year Sem Crit Thinking	3	_____
_____	Critical Thinking	3	_____
_____	Critical Thinking	3	_____

Additional University Requirements

CODE	COURSE NAME	HRS	GRADE
_____	Writing Intensive	3	_____
_____	Writing Intensive	3	_____
_____	International or Multicultural	3	_____
JMC 420	Capstone	3	_____

CORE 2:

CODE	COURSE NAME	HRS	GRADE
ENG 101	Beginning Composition	3	_____
ENG 201	Advanced Composition	3	_____
CMM 103	Fund Speech-Communication	3	_____
_____	Core II Mathematics	3	_____
_____	Core II Natural/Physical Science	4	_____
_____	Core II Humanities	3	_____
_____	Core II Social Science	3	_____
_____	Core II Fine Arts	3	_____

MAJOR REQUIREMENTS

All Media Production Majors are required to take the following courses:

CODE	COURSE NAME	HRS	GRADE
_____	Modern Language	3	_____
_____	Modern Language	3	_____
_____	Cultural (ANT 201, SOC 200 or GEO 100)	3	_____
_____	Multicultural	3	_____
_____	International (not JMC 436)	3	_____
_____	History Elective	3	_____
_____	Literature Elective	3	_____
_____	Literature Elective	3	_____

CODE	COURSE NAME	HRS	GRADE
JMC 101	Media Literacy	3	_____
JMC 102	Media Toolbox	3	_____
JMC 103	Language Use for Media	1	_____
JMC 241	Media Design	3	_____
JMC 260	Digital Imaging for JMC	3	_____
JMC 345	Mass Comm. Law and Ethics	3	_____
JMC 361	Digital Presence	3	_____
JMC 470/490	Internship/Practicum	3	_____

AREA OF EMPHASIS SPECIFIC

Majors who wish to pursue an Area of Emphasis in Video must take the following courses:

CODE	COURSE NAME	HRS	GRADE
JMC 231	Introduction to Audio Production	3	_____
JMC 332	Introduction to Video Production	3	_____
JMC 380	AD/PR Continuity (or JMC 300)	3	_____
JMC 432	AD/PR Video	3	_____
JMC 434	Advanced Video Production	3	_____
JMC 475	Documentary Journalism	3	_____
ART 219	Foundations: Frame/Time	3	_____
ART 325	Image Visualization	3	_____
ART 423	Photographic Lighting	3	_____

CODE	COURSE NAME	HRS	GRADE
_____	JMC 300/400 Elective	3	_____
ART 453	Advanced Digital Media	3	_____
ART 454	Designing for Multimedia	3	_____
_____	THE 240/245/250 (Select One)	4	_____
THE 437	Directing I	3	_____
AM 299	Sophomore Review	0	_____
AM 498	Pre-capstone	3	_____
AM 499	Senior Capstone Exhibit	3	_____
_____	Non-JMC Elective	3	_____
_____	Non-JMC 300/400 Elective	1	_____

MAJOR INFORMATION

- All journalism and mass communications majors must pass a language proficiency exam before admission to any JMC courses at the 300/400 level. The language proficiency requirement may also be met by completing JMC 100 with a C or better OR by completing JMC 103 with a C or better. ACT verbal scores of 30 or better or SAT verbal scores of 650 or better may be used in place of the exam.
- No more than 4 hours of non-JMC electives may be completed in PEL.
- All SOJMC majors must complete 3 credit hours of internship. Ideally, internships should be completed during the summer between the junior and senior years. To ensure your work is properly credited, you must work through the internship director.

- Submit a complete internship application.
- Secure approval of the employment or other work.
- Get permission to enroll in JMC 490, 491 or 470.
- Maintain weekly contact, attend scheduled meetings and submit a final

Area of Emphasis ◆ **Major Requirement** ■ **College Requirement** ● **General Education Requirement**

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

MEDIA PRODUCTION VIDEO

Careers in journalism and mass communications are increasingly multilayered as technology and new media outlets spur fresh job titles and responsibilities in social media, web management, multimedia and video production, and data analysis in addition to traditional positions. Majors in SOJMC are configured to reflect new realities of the industry, provide a foundation for all JMC fields that then fan into specializations. An emphasis in Video Production focuses on storytelling through moving images and spoken words. Students shoot video, edit and construct stories for news, documentaries, commercials, corporate instruction, web series, vlogs, micromovies, and other venues they might imagine.

YEAR ONE

FALL SEMESTER				SPRING SEMESTER			
CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
FYS 100	First Year Sem Crit Thinking	3	_____		Core II Mathematics	3	_____
JMC 101	Media Literacy	3	_____	JMC 102	Media Toolbox	3	_____
JMC 103	Language Use for Media	1	_____		Core I Critical Thinking	3	_____
_____	ANT 201 or SOC 200 or GEO 100 (M/I)	3	_____		Core I Critical Thinking	3	_____
ENG 101	Beginning Composition	3	_____	CMM 103	Fundamentals of Speech	3	_____
_____	Core II Fine Arts	3	_____				
UNI 100	Freshman First Class	1	_____				
TOTAL HOURS		**17**		**TOTAL HOURS**		**15**	

Summer Term (optional):

YEAR TWO

FALL SEMESTER				SPRING SEMESTER			
CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
JMC 260	Digital Imaging	3	_____	JMC 231	Introduction to Audio	3	_____
JMC 380	AD/PR and Continuity Writing	3	_____	JMC 241	Media Design	3	_____
ENG 201	Advanced Composition	3	_____	JMC 332	Intro to Video Production	3	_____
ART 219	Foundations: Frame/Time	3	_____		THE 240/245/250 (Select One)	4	_____
_____	Core II Physical/Natural Science	4	_____		Literature Elective	3	_____
				AM 299	Sophomore Review	0	_____
TOTAL HOURS		**16**		**TOTAL HOURS**		**16**	

Summer Term (optional):

YEAR THREE

FALL SEMESTER				SPRING SEMESTER			
CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
JMC 361	Digital Presence	3	_____	JMC 434	Advanced Video Production	3	_____
ART 423	Photographic Lighting	3	_____	ART 325	Image Visualization	3	_____
THE 437	Directing I	3	_____	ART 454	Designing for Multimedia	3	_____
_____	Any Modern Language	3	_____		Any Modern Language	3	_____
_____	Literature Elective	3	_____				
TOTAL HOURS		**15**		**TOTAL HOURS**		**12**	

Summer Term (optional):   JMC 490 recommended summer between semesters 6 & 7 (3 hours)

YEAR FOUR

FALL SEMESTER				SPRING SEMESTER			
CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
JMC 345	Mass Communicat. Law and Ethics	3	_____		JMC 300/400 Elective	3	_____
JMC 432	AD/PR Video	3	_____	JMC 475	Documentary Journalism	3	_____
ART 453	Advanced Digital Media	3	_____	AM 499	Senior Capstone Exhibit	3	_____
AM 498	Pre-Capstone	3	_____		History Elective	3	_____
_____	Non-JMC Elective	3	_____		Non-JMC 300/400 Elective	1	_____
JMC490	Internship/Practicum (if not taken during summer)	3	_____				
TOTAL HOURS		**18**		**TOTAL HOURS**		**13**	

Summer Term (optional):

Area of Emphasis ◆ **Major Requirement** ■ **College Requirement** ● **General Education Requirement**

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

MEDIA PRODUCTION-VIDEO — 2019-2020

INVOLVEMENT OPPORTUNITIES

- The Parthenon
- WMUL FM 88.1
- National Broadcast Society
- SGA
- Society of Professional Journalists
- Campus Activity Board
- JMELI
- Film Club
- Club Sports
- Political Organizations
- Photography Club
- Political Organizations
- Cultural Organizations

RELATED MAJORS

- English
- Humanities
- Film Studies
- Communication Studies
- Graphic Design
- Appalalchian Studies

GRADUATION REQUIREMENTS

- Have a minimum of 120 credit hours (some colleges or majors require more);
- Have an overall and Marshall Grade Point Average of 2.25 or higher;
- Have an overall Grade Point Average of 2.25 or higher in the major area of study;
- 48 credit hours in JMC
- 72 credit hours of non-JMC
- at least 42 hours of 300/400 level courses
- at least a "C" or better in all required JMC
- submit a graduation portfolio
- Have earned a grade of C or better in English 201 or 201 H;
- Have met all major(s) and college requirements;
- Have met the requirements of the Core Curriculum;
- Have met the residence requirements of Marshall University, including 12 hours of 300/400 level coursework in the student's college (see section entitled "Residence Requirements" in the undergraduate catalogue);
- Be enrolled at Marshall at least one semester of the senior year;
- Have transferred no more than 72 credit hours from an accredited West Virginia two-year institution of higher education.

Colleges and specific programs may have unique requirements that are more stringent than those noted above. Students are responsible for staying informed about and ensuring that they meet the requirements for graduation.

YEAR ONE

Have questions? Need to talk? You already have a Friend-At-Marshall ready to help you succeed. Find your FAM Peer Mentor here: www.marshall.edu/fam

Stay on the Herd Path and come to class! Class attendance is more important to your success than your high school GPA, your class standing, or your ACT/SAT scores.

In order to graduate on time, you need to take an average of 15 credits per semester. Are you on track? Take 15 to Finish!

Volunteer at the radio station, WMUL FM 88.1, or work with the student daily, The Parthenon. They're solid media experience for any major.

Take a pulse check. Know what you need to do every year to keep your grants, scholarships, or federal financial aid.

Take an elective course that links diversity to your field of study.

Join the American Advertising Federation, or "Ad Club," and network with professionals, work on local ad jobs, and get a peek at the capstone project.

YEAR TWO

Are you completing enough credits to graduate on time? Dropping or failing a class can put you behind. Use summer terms to quickly get back on track.

Think about who can help you grow as a student and a professional (professors, advisors, alumni, etc.) and ask at least one of them to be your mentor.

Attend an intercultural festival or event on campus or in town.

Have you considered adding a minor? Think about personal areas of interest you'd like to explore or how you might enhance your major with a related skill set.

Volunteer at the radio station, WMUL FM 88.1, or work with the student daily, The Parthenon. They're solid media experience for any major.

Submit your work for the annual American Advertising Federation ADDY, Hearst, and other awards.
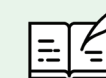
Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.

YEAR THREE

Develop relationships with professors who can serve as future references by attending their office hours.

Submit your work for the annual American Advertising Federation ADDY, Hearst, and other awards.

Are you on track to graduate? Meet with your advisor for your Junior Eval to make sure you know what requirements you have left.

Your degree requires an internship. Start planning now! Meet with your advisor to discuss your internship options.

Talk to your advisor about securing a drone operator's license.

Networking is key! Attend a Career Expo to seek employment opportunities and network with employers in your field.

Think about who can help you grow as a student and a professional (professors, advisors, alumni, etc.) and ask at least one of them to be your mentor.

YEAR FOUR

This is it! Are you on track to graduate? Meet with your advisor for your Senior Eval to see what requirements you have left.

Want to continue your education and increase your opportunities? Talk to a faculty member about whether graduate school fits your career.

Submit your work for the annual American Advertising Federation ADDY, Hearst, and other awards.

Develop relationships with professors who can serve as future references by attending their office hours.

Collect the artifacts you'll need for your graduation portfolio.

Study for the GRE.

Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.

TRANSFERABLE SKILLS ASSOCIATED WITH THIS MAJOR

- Creativity
- Attention to Detail
- Design Sense
- Imagination
- Open-Mindedness
- Curiosity
- Artistic Sense
- Organization
- Problem Solving

ASSOCIATED CAREERS

- Producing
- Promotion
- Videography
- Filmmaking
- Video Editing
- Advertising
- Directing
- Casting
- Research
- Copy/Script/Screen Writing
- Management
- Marketing
- Digital Communication
- Grant Writing
- Photography

This academic map is to be used as a guide in planning your coursework toward a degree. Due to the complexities of degree programs, it is unfortunate but inevitable that an error may occur in the creation of this document. The official source of degree requirements at Marshall University is DegreeWorks available in your myMU portal. Always consult regularly with your advisor.

Marshall University
College of Arts and Media
One John Marshall Drive
Huntington, WV 25755
1-304-696-6433
cam@marshall.edu
marshall.edu/cam