

MEDIA ARTS PRODUCTION



Lights. Camera. Action! Develop production expertise and gain a deep understanding of the tools and traits for success in exciting, competitive and fast-paced media industries. Media Arts Production majors learn storytelling and content creation for radio, television, film and related industries; from concept to distribution, planning, writing, directing, producing, cinematography and editing.

DEGREES/MINOR

BACHELOR OF SCIENCE (B.S.) IN MEDIA ARTS PRODUCTION

Our Graduates create original content to inform, entertain, persuade and enlighten audiences. Students gain hands-on experiences to build a digital content portfolio as they learn creative management and production processes. Our alumni are producing and making content across the country, in creative industries, news and sports, for streaming or broadcast.

Our Curriculum is designed to help students practice and reinforce industry-specific skills and standards in a professional media workflow. As a student in this program, you will juggle projects, meet tight deadlines and collaborate on production teams. The end goal is success in the regionally and nationally growing media landscape.

Our Facilities include a fully equipped television studio, a smaller studio for individual student and faculty projects, digital video- and audio-editing suites, two computer labs with current media-editing software, up-to-date cameras, lights, sound equipment and on-location production gear.

COURSEWORK

The coursework on the curriculum sheet includes:

I. Core:

Intro to Audio/Video Production, Survey of Mass Media, Basic Radio Production, Television Production, Media Writing: News, Advanced TV Production, Advanced Radio Production, Documentary Filmmaking 2, Producing for Digital Media, Broadcast News Reporting, Intro to Communication, Theories of Communication, Communication Research Methods, Critical Cultural Studies in Communication

II. Electives:

Internship, Comm and Media Law, International Broadcasting, Media Criticism, Media Writing: Fiction, Media and Women's Culture, Communication and Emerging Technologies, Documentary Filmmaking 1: Concepts, Digital Media Writing, Social Media Campaigns, Leadership in Media, Topics in Media

INTERNSHIP OPPORTUNITIES

Radio: Citadel Broadcasting, Clear Channel Radio Philadelphia, Cumulus Media Group, Echoes Radio Program

TV: Blue Ridge Communications, FOX 43, LCTV 66, PCN-TV

Sports Industry: Baltimore Orioles, FC Sports Lancaster Inferno, Hershey Bears Hockey Club, Lancaster Barnstormers

Marketing and Advertising: Lupeer Marketing, Matrix Marketing, Millersville Communication and Marketing, Stoner Bunting Advertising

Media Production: aideM Media, Aurora Films, Evolve Productions, Glass Entertainment Media



CLUBS AND ACTIVITIES

- **MUTV** – **MUTV** is the on-campus streaming and cable station of Millersville University. Students get involved in all aspects of leadership, management and content creation behind the scenes and in front of the camera, in the studio and on multicamera field shoots.
- **The Snapper** – Millersville University's student-run newspaper reports for the student body as the campus's independent watchdog and champion of student rights. *The Snapper* provides every student an opportunity to gain experience in a professional journalism setting.
- **WIXQ-FM** – Millersville University's college radio station, broadcasting at 91.7 on the Lancaster FM band and WIXQ.com online. Students, faculty and staff are all eligible to become a WIXQ DJ.
- **National Electronic Media Association (NEMA)** – A preprofessional organization designed to aid aspiring students in the electronic media field. The purpose of NEMA is to establish meaningful communication between students and media professionals and foster integrity in the use of the powerful instruments of radio, television, film, cable and streaming, and its many associated businesses and industries. NEMA participates in district, regional and national conferences and meetings.
- **Society of Motion Picture and Television Engineers (SMPTE)** – A student club that advances theory and development in the motion imaging field, with the latest in technology information and education in a rapidly changing industry.

CAREER OPPORTUNITIES

- Announcer
- Broadcast engineer
- Broadcast journalist
- Broadcast technical operator
- Camera operator
- Cinematographer
- Content creator
- Copy editor
- Digital content expert
- Digital media manager
- Director
- DJ
- Editor for broadcast, film and digital Filmmaker
- Floor director
- Gaffer
- Integrated digital specialist
- Manager for broadcast, film and digital
- Master control operator
- Media producer
- Media production manager
- Media relations
- OTT program manager
- News director
- Photographer
- Podcast producer
- Production crew for broadcast, film and digital Program
- Director
- Project manager
- Reporter
- Screenwriter
- Stage manager for studio and remote fieldwork
- Stage director
- Talent for entertainment, news and sports
- Technical director
- Technical operator
- Videographer



FACULTY

Millersville University's Media Arts Production faculty, in the Department of Communication and Theatre, include major media market professionals, documentary filmmakers, and published authors and scholars who also have a wide variety of real-world experience in this discipline.

<https://www.millersville.edu/commtheatre/faculty/index.php>

CONTACT

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Millersville University

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www.millersville.edu/programs/media-arts-production.php