

# MEDIA PRODUCTION

## A PROFESSIONAL PROGRAM FOR AUDIO/VIDEO/DIGITAL PRODUCTION

Approximately one-third of your experience as a Media Production student at Buffalo State will focus on courses within the major – a 14-course, 42-credit-hour program. Departmental requirements fall into three categories: Communication core, required major courses and Communication electives. Grades below C in major courses must be repeated.

### Communication Core (12 credits, 4 courses)

COM 100 *Media Literacy*

SPC 205 *Introduction to Oral Communication*

COM 210 *Introduction to Media Writing* (ENG/CWP 101 with minimum grade of C is prerequisite)

COM 215 *Introduction to Visual Communication*

Students must maintain a 2.6 major GPA to register for the following courses: COM 301, 302, 303, 304, 308, 312, 319, 322, 325, 328, 329, 336, 337, 338, 390, 400, 401, 405, 418, 428, 429, 431, 432, 433, 434 & 450

### Requirements for Media Production Majors (24 credits, 8 courses)

COM 304 *Writing for Broadcast* (COM 304 is required before Internship)

COM 312 *Basic Media Production*

COM 317 *Media Management*

or COM 400 *Communication Law*

COM 328 *Intermediate Audio Production*

COM 329 *Intermediate Video Production*

(either COM 328 or 329 is required before Internship)

Two advanced production courses

COM 428 *Advanced Audio Production*

or COM 429 *Advanced Multi-Camera Studio Production*

or COM 431 *Advanced Field Production*

or COM 432 *Advanced Post-Production*

or COM 433 *Advanced Documentary Production*

or COM 434 *Advanced Video Production Practicum*

COM 450 *Communication and Society* (to be taken after completion of 30 credits in Communication)

### Communication Electives (6 credit, 2 courses)

Students take 300- and 400-level COM or SPC electives in the Communication Department. These electives may relate to an area of professional interest or they may relate to other specialties in the department, such as Journalism, Public Communication or Communication Studies. Students can tailor their academic program with options such as COM 495 *Independent Project* or COM 499 *Independent Study*. Additionally, students may take COM 488 *Internship*, a high-level practical work experience at a radio and television stations or production house.

### Liberal Arts Base (78 credits, 26 courses)

As a Bachelor of Arts program, Media Production is based in the liberal arts. All students take about one-third of their courses in arts, humanities, civilization, and natural, applied and social sciences. Another third is electives from departments other than Communication, allowing students to pursue a minor or second major or to create a concentration of particular interest. The final third is courses in the major.

Note: Because of the department's commitment to liberal arts education, any COM credits beyond 40 hours will add to the required 120 credit hours needed for graduation. This is

consistent with standards of the Accrediting Council on Education in Journalism and Mass Communications requiring a minimum of 80 credit hours in courses outside the major, 65 of these as liberal arts and sciences. The department received provisional ACEJMC accreditation in May 2008.



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[www.buffalostate.edu/communication](http://www.buffalostate.edu/communication)

*Media Production allows students flexibility to tailor a program based on production of audio and/or visual messages using various electronic media.*

*This major meets the needs of students preparing for a career integrating many elements: research, planning, writing and other aspects of pre-production; studio and field experience in production; post-production activities such as editing; and media management areas.*

*Students in Media Production prepare for careers in radio or audio production, television or video production, Web design, music production, media sales and management, related technical areas, and other fields that require a liberal arts education enhanced with production skills.*

*Graduates obtain jobs both in the traditional media of radio and television and in new media associated with cable, satellite and interactive video.*

*Media Production students have easy access to professors and much hands-on work with them. Full-time faculty have extensive radio and television experience and remain active in consulting and media work, and Western New York media professionals often serve as part-time instructors.*

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