

MEDIA PRODUCTION (B.A.)

Bachelor of Arts Program

Program Code: BA-AS

Major Code: MDP

Communication Department

Buckham Hall B120

(716) 878-3606

communication.buffalostate.edu/ (<http://communication.buffalostate.edu/>)

Accrediting Council on Education in Journalism and Mass Communications (Accredited)

The media production major focuses in audio/radio and video/television non-fiction and fiction production and postproduction. Students will develop storytelling, creative abilities, and critical thinking skills as well as organizational and technical proficiency relevant to the media field.

The study of media production integrates many skills: researching, writing, storyboarding, fundraising, and other aspects of organizing video and audio preproduction; working on site with crew, actors and participants to record and film fiction and documentary [non-fiction] audio and video productions; familiarity with both field and studio protocols; mastery of techniques for creative cinematography, expressive lighting and professional sound recording under a variety of field and studio conditions, and development of storytelling abilities in post-production from editing to visual effects. Compare this major with communication studies, journalism, and public relations & advertising.

This is one of a small number of programs in media production or broadcasting at a SUNY school that is affiliated with the Accrediting Council on Education in Journalism and Mass Communications. Among all colleges in New York State, only a handful of other undergraduate programs are accredited by ACEJMC.

Career Opportunities

Students in the media production major prepare to enter a field with diverse opportunities. Our graduates work in fiction and non-fiction film as directors, producers, writers, cinematographers, and editors. They are also photojournalists as well as commercial or newscast directors at television stations and in programming and producing for radio stations. They work in network and cable sports broadcast production roles in radio and television. Others work as producers and directors of advertisements, podcasts, webcasts and social media content; and as owners of production companies or freelancers specializing in music videos, wedding videos and promotional films.

The profile of a successful media production graduate is a person with strong abilities in writing, critical thinking and production management as well as both creative and technical skills handling cameras, audio recording and lighting equipment and postproduction software.

Academic Standards

Only grades of C or higher may be applied toward requirements for any communication degree; courses with lower grades must be repeated. Consistent with standards of the Accrediting Council for Education in Journalism and Mass Communication, the number of communication courses that students may take is capped, encouraging a broad-based liberal arts education. The department encourages students to take minors and participate in service learning and internships to gain professional experiences.

Admission Requirements

Incoming freshmen and transfer students can declare the major.

See communication.buffalostate.edu/ (<http://communication.buffalostate.edu/>) for additional information. Transfer students from two-year schools may apply only core courses toward this major for a maximum of 12 credits. Students generally require four semesters of study after completing communication core courses.

Program Requirements

Code	Title	Credit Hours
General Education 23 Requirements (http://ecatalog.buffalostate.edu/undergraduate/collegewide-degree-requirements-baccalaureate-degrees/#IF_Courses)		
33 credit hours		33
Media Production Major Requirements (42 credit hours)		
Communication Core (12 credit hours)		
COM 100	MEDIA LITERACY	3
COM 210	INTRODUCTION TO MEDIA WRITING	3
COM 212	INTRODUCTION TO DIGITAL STORYTELLING	3
	or COM 215 INTRODUCTION TO VISUAL COMMUNICATION	
SPC 205	INTRODUCTION TO ORAL COMMUNICATION	3
Major Requirements (30 credit hours)		
<i>Select all five (15 credit hours)</i>		

COM 304	WRITING FOR BROADCAST (TV, RADIO, FILM)	3
COM 312	BASIC MEDIA PRODUCTION	3
COM 328	INTERMEDIATE POST PRODUCTION	3
COM 329	INTERMEDIATE VIDEO PRODUCTION	3
COM 450	COMMUNICATION AND SOCIETY	3
<i>Select one Critical Thinking course (3 credit hours):</i>		3
COM 317	MEDIA MANAGEMENT	
SPC 326	FILM ANALYSIS AND EVALUATION	
SPC 422	MEDIA CRITICISM	
SPC 426	DOCUMENTARY FILM ANALYSIS	
<i>Select two Advanced Production Course (6 credit hours)</i>		6
COM 428	ADVANCED AUDIO PRODUCTION	
COM 429	ADVANCED MULTI-CAMERA STUDIO PRODUCTION	
COM 431	ADVANCED FIELD PRODUCTION	
COM 432	ADVANCED POST- PRODUCTION	
COM 433	ADVANCED TV DOCUMENTARY PRODUCTION	
COM 434	ADVANCED VIDEO PRODUCTION PRACTICUM	
COM 435	VISUAL EFFECTS	
<i>Communication Electives (6 credit hours)</i>		
Select any two 300 or 400 level COM or SPC courses		6
All College Electives		
45 credit hours		45
Total Credit Hours		120

7. conduct research and evaluate information by methods appropriate to the communication professions in which they work
8. write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve
9. critically evaluate their own work and that of others for accuracy, fairness, clarity, creativity, effective storytelling and/or professional style as appropriate to the major
10. apply basic numerical and statistical concepts appropriate to the major
11. apply tools and technologies appropriate to the major
12. demonstrate competence in professional speaking and presentational skills appropriate to the major

Students will:

1. understand and apply First Amendment principles and the law appropriate to professional practice relevant to the major
2. demonstrate an understanding of the history and role of professionals and institutions in shaping communication relevant to the major
3. demonstrate an understanding of gender and gender identity, race, ethnicity, class, sexual orientation, and, as appropriate, other forms of diversity, equity, and inclusion in domestic and global societies and their significance in the major
4. understand concepts and apply theories in the use and presentation of images and information relevant to the major
5. demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
6. think critically, creatively and independently