Media Arts and Production

(Bachelor of Arts)

The Bachelor of Arts in Media Arts and Production is a forward-thinking degree prepares students to be skilled media professionals with both technical expertise and creative vision.

Hands-On Learning, Cross-Disciplinary Training
The Media Arts and Production (MAP) program blends hands-on experience with critical media analysis, offering courses in filmmaking, digital storytelling, video and audio editing, web-based media, acting and performance, media ethics, and audience engagement. The interdisciplinary nature of the program—drawing from Communication, Film, Theatre, Public Administration, History, Music, Writing and Applied Arts, and Arts Management—ensures students gain a well-rounded education that prepares them for careers in digital content creation, broadcasting, and multimedia production.

Media Production and Industry
MAP students develop highly transferable skills in storytelling, visual communication, media analysis, and project management—qualities that are highly sought after in today's digital landscape. In their final year, students engage in capstone experience, applying their skills to video production, podcasting, marketing, digital journalism, and social media strategy. This degree equips graduates to enter the growing creative industries of Northeast Wisconsin and beyond, ensuring they are prepared for dynamic careers in digital and media arts.

Program Learning Outcomes

- Digital Media Literacy: Students will demonstrate an understanding of the foundational principles of media production, including digital storytelling, editing, and basic production workflows across audio, video, and web-based platforms.
- Creative Expression & Collaboration: Students will create digital artifacts (such as short films, audio recordings, or web content) that demonstrate creativity and effective collaboration with peers, incorporating different mediums like sound, video, and live performance.
- Performance Techniques: Students will develop basic acting and performance skills, including voice modulation, body language, and improvisation, and apply these techniques to digital media contexts (e.g., podcasting, short films, and performance art).
- Critical Media Analysis: Students will analyze and critique media artifacts (such as films, TV shows, podcasts, and digital performances) using fundamental concepts in film and media studies, such as narrative structure, representation, and genre conventions.
- Technical Skills in Media Production: Students will gain proficiency with essential digital tools and technologies for media production, such as editing software (audio/video), sound recording equipment, and basic lighting and camera work.
- Understanding of Media Ethics & Impact: Students will identify and analyze ethical considerations in digital media production, such as representation, copyright, and the social impact of media.
- Cross-Disciplinary Application: Students will be able to apply digital media production techniques and performance skills to their major or professional interests, demonstrating the flexibility of these tools across disciplines.
- Project Management & Reflection: Students will plan, execute, and reflect on media production projects, demonstrating skills in time management, workflow organization, and self-assessment of their creative process and technical proficiency.

Major

Code	Title	Credits
Required:		**13**
COMM 120	Introduction to Media Production	
COMM 205	Elements of Media	
HUM STUD 110	Introduction to Film	
THEATRE 234	Acting for the Camera	
Required Upper-Level Courses		**18**
Production (choose 5 courses):		
COMM 306	Radio Broadcasting	
COMM 307	Video Production	
COMM 317	How to Create Great Social Media Content	
COMM 378	Documentary Video Production	
ENGLISH 410	Live Video Streaming Practicum	
INFO SCI 342	Game Design	
MUSIC 301	Audio Synthesis	
Capstone:		
All students must complete a capstone project in their final year.		
Electives:		**18**

Electives should draw from at least three of these five categories: Production, Performance, Writing, Surveys, Arts Entrepneurship.

9 credits (3 courses) must have an upper-level designation (300-400)

Production:	
COMM 220	Social Media Video Production
MUSIC 165	Fundamentals of Recording Technology
MUSIC 166	Basic Studio Practices
MUSIC 120	Video Game Music
THEATRE 221	Stagecraft
THEATRE 222	Costume Technology
THEATRE 225	INTERCURRICULAR THEATRE I
Performance:	
THEATRE 131	Beginning Acting
THEATRE 241	Improvisation for Business
THEATRE 233	Voice for the Actor I
Writing Courses:	
ENGLISH 201	Ethics in Writing
ENGLISH 212	Introduction to Creative Writing
ENGLISH 308	Screenwriting
ENGLISH 310	Topics in Game Writing
THEATRE 302	Playwriting I
Surveys:	
COMM 380	Communication Law
COMM 430	Information, Media and Society
COMM 477	Social Media Strategies
HUM STUD 210	Film and Society
HUM STUD 309	Introduction to Film History and Theory
HUM STUD 343	International Cinema
INFO SCI 341	Survey of Gaming and Interactive Media
Arts Entrepreneurship:	
ARTS MGT 255	Professional Perspectives in the Arts
ARTS MGT 257	Arts in the Community
ENTRP 492	Social Entrepreneurship
HISTORY 399	Public History Methods
PUB ADM 315	Public and Non-Profit Management
PUB ADM 344	Leadership in Organizations
Total Credits	**49**

Faculty

Thomas Campbell; Professor; Ph.D., Southern Illinois University

Bryan James Carr; Professor; Ph.D., University of Oklahoma

Kaoime E Malloy; Professor; M.F.A., University of Iowa

Charles A Rybak; Professor; Ph.D., University of Cincinnati

Julialicia Case; Associate Professor; Ph.D., University of Cincinnati

Kerry Kuenzi; Associate Professor; Ph.D., University of Colorado*

Ann Mattis; Associate Professor; Ph.D., Loyola University

Joseph Yoo; Associate Professor; Ph.D., University of Texas

Justin Kavlie; Assistant Professor; Ph.D., University of North Carolina

Zack Kruse; Assistant Teaching Professor; Ph.D., Michigan State University