

**Office of the President
California State University, Chico**



Executive Memorandum 19-020

June 10, 2019

From: Gayle E. Hutchinson, President

Subject: Significant Changes to the BA in Communication Design

Upon the recommendation of the Academic Senate and the concurrence of the Provost, and with the approval of the Chancellor's Office, I approve Significant Changes to the BA in Communication Design. The name of the degree will change to the BA in Media Arts and the units will change from 57-63 to 60. The Option in Mass Communication Design will be renamed as the Option in Criticism; the Option in Media Arts will be renamed as the Option in Production. The revised degree will use CSU reporting code 06051 with a CIP code of 09.0701. These changes will be effective fall 2020.

Policy Title:	EM 19-020 Significant Changes to the BA in Communication Design
Contact:	Department of Media Arts, Design, and Technology
Supersedes:	
Revision:	
Enabling Legislation or Executive Order:	

Undergraduate Program Significant Change

Program Name: Communication Design

Program named above is (complete only if applicable):

- Option within _____
(degree program name)
- Minor
- Certificate

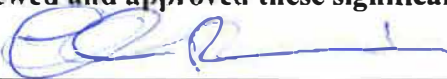
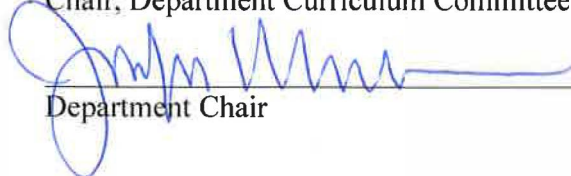
Will proposed changes affect Transfer Model Curriculum? Yes No If yes, explain:

Will proposed changes affect a subject matter preparation or credential program? Yes No
EM 07-012

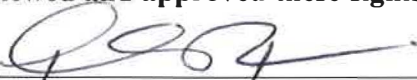
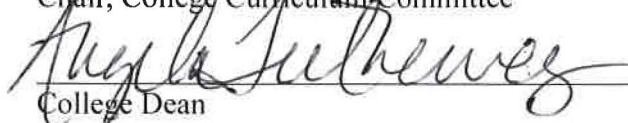
Department Contact(s) w/phone #(s):
Jennifer Meadows x4775

Required Signatures

The Department of Media Arts, Design, and Technology
has reviewed and approved these significant changes

	<u>4/25/18</u>
Chair, Department Curriculum Committee	Date
	<u>4/25/18</u>
Department Chair	Date

The College of CME
has reviewed and approved these significant changes

	<u>4/26/18</u>
Chair, College Curriculum Committee	Date
	<u>5/11/18</u>
College Dean	Date

Note: The department will be notified of the of dates for EPPC, Academic Senate, and Chancellor's Office review.

**CSU Chico
Curriculum Services**

MAY 15 2018

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Undergraduate Program Significant Change

Send signature page with proposal attached to Curriculum Services: SSC 464B, zip 128

Curriculum Review Completed

10/1/18

Date

K. O. Gray

Proposal for Significant Changes

I. Program name and level (**undergraduate** or graduate)

Communication Design (proposed name: Media Arts)

A. Academic year of intended implementation.

2019-2020

B. Name of the department and college submitting the proposal.

Media Arts, Design and Technology Department, College of Communication and Education

1. Identify the unit, which will have primary responsibility for the program.

Media Arts, Design and Technology Department,

2. Name, title, and rank of the individual(s) primarily responsible for drafting the proposed program change.

Jennifer Meadows, Professor and Chair MADT

3. How many declared students are currently in the program. **There are currently 170 majors in Media Arts (118) and Mass Communication Design (52)**

II. Provide an **abstract**, no longer than one page, that describes why you are making these changes and how they are related to the University Strategic Plan, the Academic Plan, the Diversity Action Plan (see definition and Task 3.1) and your most recent academic program review (i.e. Five Year Review or Accreditation).

Currently, the MADT Department offers a B.A. in Communication Design with Options in Graphic Design, Mass Communication Design, and Media Arts. The department is currently not in compliance with EO-1071 and it would be impossible to create a shared core that could meet the needs of all the options. In addition, our last 5-year review (APR) of Mass Communication Design and Media Arts noted some problems with our curriculum which will be detailed below.

The Mass Communication Design Option and the Media Arts Option are quite similar. Mass Communication has a focus on studying the media and media industries with attention to film and television while Media Arts focuses on the production of media products. Students, parents, and community members are often confused about the difference between the two options. On a regular basis students will switch from one option to another because they signed up for “the wrong one.” The department is addressing these concerns by strengthening the core of the two options (renamed Option in Criticism and Option in Production, respectively). In doing so, the department is offering students a thorough foundation in both production and criticism to all students, while providing more specialized courses in Production and Criticism in the later stages of their academic career.

This is a common structure at other universities, as it encourages students to combine production and technical skills with critical thinking about the media. In practical terms, this will simplify the curriculum for students, reduce units, and allow for efficiencies and innovation. In our last 5-year APR, our outside reviewer noted this problem and suggested we consider one combined option. Faculty and especially faculty advisors see the need to streamline the curriculum while innovating to educate students for the future. Furthermore, a student survey conducted in 2016 in the joint capstone course showed that Mass Communication Design students feel consistently less prepared in more technical areas, something this change will address. Creating a more robust core for the two options can also strengthen the identity of our program on campus and among our students.

In Spring 2018 an additional survey was conducted in two sections of MADT 103, MADT 343, and MADT 461 to allow students to share feedback about the proposed changes. Full results are included at the end of this proposal. 50 students responded to the survey. 34% of the students find it hard to navigate the current degree, so we hope that, by streamlining the curriculum, less students will have difficulty with their academic progress.

Overall, students in the department show an enthusiastic attitude towards the proposed changes: 90% of the students like the changes and 88% consider these changes an overall improvement. Also, 88% of students consider the expanded core an opportunity to offer a more robust foundation in media production and criticism (survey data are visualized on ages 31-32).

Evidence of combination of production and criticism skills in media/cinema core courses in the CSU:

BA. in Cinema, San Francisco State University:

<http://bulletin.sfsu.edu/colleges/liberal-creative-arts/cinema/ba-cinema/#degreerequirementstext>

B.A. in Television, Film and Media Studies, CSU, Los Angeles:

http://ecatalog.calstatela.edu/preview_program.php?catoid=117&pid=3640

University Strategic Plan and Academic Plan

In honoring the University Strategic Plan and the Academic Plan, the faculty feel particularly in line with the following goals:

Believing in the primacy of learning, we will continue to develop high-quality learning environments both inside and outside the classroom. (University Strategic Plan)

Theme 1: Prepare Students for Lifelong Success (Academic Plan)

Theme 2: Cultivate a Culture of Excellence in Teaching and Learning (Academic Plan)

The proposed curriculum redesign has at its core the commitment to improve students' navigation through the curriculum, by offering a clearer path towards graduation. In addition, strengthening the core curriculum and adding a mandatory internship allow students to graduate with better skills in both production and criticism, and in doing so, better prepares students to be competitive in the professional world. The department is also committed to increasing partnerships with the local community.

Furthermore, through the strengthening of production courses into the core curriculum (such as web design, introduction to media production, and photography), the department is committed to offering students fundamental training in cutting-edge technology. In doing so, the curriculum redesign fits into the following priority:

Believing in the wise use of new technologies in learning and teaching, we will continue to provide the technology, the related training, and the support needed to create high quality learning environments both inside and outside of the classroom. (University Strategic Plan)

Lastly, the faculty are committed to promoting diversity among its students, faculty, and curriculum content. Courses such as Media Arts and Identity, Global Media and Convergence, World Cinema, and the new cross-listed elective CHST/MADT 203 Latinex Film: Representation, Resistance, and Disruption, encourage students to examine issues of representation and cultural politics, while also considering international and global factors.

(Please refer to the following priorities within the University Diversity Plan: Ensure that all curricular and co-curricular programs foster diversity competencies and engagement

Engage and support faculty, staff and student scholarship, creativity and research on diversity).

Program Outcomes:

1. Critically discuss, analyze, and deconstruct the form and content of film, television, advertising, and other forms of mediated communications.

(MEDIA CRITICISM)

2. Historicize and contextualize the development of the mass media industries from both technological and ideological perspectives.

(MEDIA HISTORY)

2. Generate original arguments and research papers using professional, industry specific, and academic language, research, and writing styles.

(ACADEMIC WRITING)

3. Engage multiple perspectives on the ways in which mass media can ethically mediate, arbitrate, and negotiate cultural and sociopolitical identities.

(ETHICS)

5. Develop core skills in both traditional and emerging media technologies.

(MEDIA TECHNOLOGY)

6. Develop core skills in media practice including screenwriting, directing, cinematography, photography, performance, editing, sound design, and other production practices.

(MEDIA PRODUCTION)

7. Demonstrate proficiency in navigating and supervising professional workflows and media management including, but not limited to, audience analysis, production management, marketing, distribution, and advertising.

(MANAGEMENT & PROBLEM SOLVING)

III. Resources and program support.

A. Indicate additional faculty or staff support positions needed to implement the program changes. **Other than tenure density issues, common to many departments, no additional faculty and staff is required for these changes. Please refer to pages 8-9 for specific information on new courses (MADT 104 and MADT 443).**

Requiring a 2-unit internship also will not significantly affect the department resources. Most students already complete an internship (even if it's not currently required) so this change won't be significant . there are many internship opportunities such as KCSC, local radio and TV, CMT, etc. Prof. Tom Welsh is currently receiving release time for internship approval and advising. Should the demand increase and advising be required over summer, the Department Chair will take over that role.

B. Indicate changes in or additional space and facilities that will be needed. **No additional space or facilities are needed**

C. List additional library resources, equipment, and other specialized materials that will be needed. Provide evidence of consultation with the Library Dean indicating that the program can be supported by the library.

No significant additional resources are needed. See correspondence on page 30 for evidence of library consultation. The area librarian Marc Langston recommends expanding the screenwriting resources (given the new MADT 443 course). The department can address this recommendation through the allocated library budget.

D. A statement by the responsible administrator(s) should be attached to the proposal.

Please refer to Dean Angela Trethewey's email on page 29

. Program details.

A. For undergraduate degree programs, is the degree matched to an associate degree as "similar" according to SB 1440? If so, please explain how the

proposed changes will affect the Transfer Model Curriculum (TMC). [View list of matched programs.](#)

This change allows us to align better with the transfer degree:

<https://www.c-id.net/cms-uploads/cms/TMC%20FTVE%20-%20FINAL-1R.doc>

The degree is matched to the Radio, Television, Film TMC for the Production Option. The proposed changes will not impact the TMC.

B. Total number of units required for the revised program. Indicate if this is a change from the current number of units and the reason for the change. If this is a high unit program, please indicate whether you will be asking for any modification for General Education requirements.

Proposed degree: 60 units (originally 57-63). There are no significant changes to the number of units.

C. List courses required for the program that are added, deleted, or changed. Mode of delivery is either regular, on-line, or hybrid. More than mode of delivery can be indicated. Please add rows as necessary with one row for each course.

Course Number	Course Title	Change	Units of Credit	Prerequisites and/or Recommended Background	Course Description if New Course	Mode of Delivery
MADT 102	Design Thinking	Name Change (proposed as Area E)	3	N/A		Regular
MADT 103	Writing for screen media	Name Change	3	N/A		Regular
MADT 104	Media Arts Symposium	NEW course	1	N/A	See below	Regular
MADT 146	Introduction to production	Course number Change	3	N/A		Regular
MADT 266	Field Video Production	Course number Change	3	MADT 146, MADT 216		Regular
MADT 344	American Cinema	Format Change	3	N/A		Regular
MADT 350	The Art of Cinema and TV	Format Change	3	N/A		Regular
MADT 371	Media and Learning	Course number Change	3	N/A		Regular

MADT 104 course description: This introductory symposium offers an overview of the media arts program and explores the latest developments in the media industries across a wide variety of professional career paths.

D. List new and changed elective courses for the revised program. Indicate which are added, deleted, or changed. Mode of delivery is either regular, on-line, or hybrid. Please add rows as necessary with one row for each course.

Course Number	Course Title	Change	Units of Credit	Prerequisites and/or Recommended Background	Course Description if New Course	Mode of Delivery
MADT 372	Media for instruction	Course number	3	MADT 371		Regular

	and training	Change				
MADT 343	Screenwriting I	Name Change	3	MADT 103		Regular
MADT 443	Screenwriting II	NEW course	3	MADT 343	See below	Regular
MADT 365	Media management and sales	Name Change	3	N/A		Regular
MADT 459	Media Theory	Name Change	3	MADT 303		Regular

MADT 443 course description: This advanced, writing-intensive screenwriting course focuses on the completion of an original, feature length sample screenplay. Students will pitch, develop, and complete one screenplay over the semester including participating in collaborative exercises, character arcs, narrative structure, action descriptions, and dialogue seminar workshops.

Note: The catalog defines prerequisites in the following manner “You must fulfill specific course work or other conditions before you will be allowed to enroll in the course. Prerequisites may be waived by the faculty member only on approval of a formal petition which fully outlines the equivalent attainment.” Recommended background may be preferable in some instances. The catalog defines recommended background in the following manner “It is recommended that you have prior coursework or knowledge; the term is used to advise and caution, but not to prevent enrollment.”

E. For new, changed, and/or deleted courses identify the primary faculty responsible for those courses and how the shift in responsibilities will be accounted for by the program.

All modified (existing) courses are currently taught by T/TT or adjunct faculty and the department doesn’t expect any changes in the way they are offered (since the changes simply include a name or course number change). New courses include:

MADT 104 (taught by the entire department through 1-hour weekly presentations designed to introduce students to all instructors and fields in the department). The class will also utilize alumni that can offer students a window to the field and profession.

MADT 443 (taught by Prof. Josh Moss, probably once a year or every other year, to ensure enough students have the MADT 343 prerequisite required). Starting Fall 2019, Prof. Moss’ teaching load will increase from 3-3 to 4-4 as he will not be receiving first-year time release any longer.

Explanation of any special program characteristics (e.g., terminology, credit units required, types of coursework, etc.). **N/A**

F. Provision for meeting accreditation requirements, where applicable, and anticipated date of accreditation request. **N/A**

G. Other program requirements. **N/A**

1. Undergraduate programs: Catalog number and title of the current Graduation Writing Assessment (GWAR) course and replacement course, if applicable. **MADT 303 Communication Criticism (no changes proposed)**
2. Graduate programs: Indicate how the graduate literacy requirement is met. **N/A**
3. Graduate programs: indicate the culminating activity options for the program **N/A**
For undergraduate programs, include a revised Major Academic Plan (MAP) with the proposal. **See MAPs on pages 27-28.**

H. Catalog copy of the current program.

See catalog comparison below (pages 11-15)

I. Complete catalog copy for the revised program, including full degree requirements, admission, and completion requirements. See the current University Catalog for correct format and follow it exactly. Before the proposal is submitted to Academic Affairs (for undergraduate options) or to the Office of Graduate Studies (for graduate program options), it may be helpful to review catalog copy with Academic Publications.

See appendix below

Please number all pages of the proposal. Attach the Undergraduate Program Signature form or the Graduate Program Signature form to the front of the proposal and submit to Curriculum Services in Undergraduate Education or the Office of Graduate Studies after all department and college reviews are complete.

CURRENT DEGREE Course Requirements for the Major: 57-63 units	PROPOSED DEGREE Course Requirements for the Major: 60 units
<p>Major Core Program: 15 units</p> <p><u>5 courses required:</u></p> <p>MADT 101 Introduction to Communication 3.0 FS (This course is also offered as JOUR 101)</p> <p>MADT 102 Principles of Communication Design 3.0 FS</p> <p>MADT 206 Introduction to Photography and Digital Imaging 3.0 FS</p> <p>MADT 303 Communication Criticism 3.0 FS GW (Prerequisite: Completion of GE Written Communication (A2) requirement)</p> <p>MADT 307 Technology and Communication 3.0 FS GE</p>	<p>Major Core Program: 42 units</p> <p><u>15 courses required:</u></p> <p>MADT 101 Introduction to Communication 3.0 FS (This course is also offered as JOUR 101)</p> <p>MADT 102 Design Thinking 3.0 FS</p> <p>MADT 103 Writing for Screen Media 3.0 FS (Prerequisites: ENGL 130I)</p> <p>MADT 104 Media Arts Symposium 1.0 F</p> <p>MADT 141 Media Aesthetics 3.0 FS</p> <p>MADT 146 Introduction to Media Production 3.0 FS (Prerequisites: MADT 141)</p> <p>MADT 206 Introduction to Photography and Digital Imaging 3.0 FS</p> <p>MADT 216 Introduction to Digital Audio in Media 3.0 FS</p> <p>MADT 222 Basic Web Design 3.0 FS</p> <p>MADT 303 Communication Criticism 3.0 FS GW (Prerequisite: Completion of GE Written Communication (A2) requirement)</p> <p>MADT 307 Technology and Communication 3.0 FS GE</p> <p>MADT 344 American Cinema 3.0 FS</p> <p>MADT 350 Art of Cinema and TV 3.0 SP</p> <p>MADT 461 Media Industry Career Workshop 3.0 FS (Prerequisite: Senior standing)</p> <p>MADT 489 Media Arts Internship 2.0 FS Prerequisite: Faculty permission.</p>

The Option in Mass Communication Design: 42 units

Option Core: 21 units

7 courses required:

MADT 103 Writing for Electronic Media
3.0 FS
(Prerequisites: ENGL 130I)

MADT 141 Media Aesthetics 3.0
FS

MADT 261 Foundations of Electronic
Media 3.0 FS

MADT 271 Media and Learning 3.0 FS

MADT 341 American Radio and Television
3.0 FA

MADT 344 American Cinema 3.0 FA

MADT 459 Mass Communication Design
Seminar 3.0 FA

Writing Group: 3 units

1 course selected from:

MADT 313 Basics of Advertising
Copywriting 3.0 FS (Prerequisite: MADT 103
or JOUR 260)

MADT 343 Narrative Scriptwriting 3.0
SP
(Prerequisite: MADT 103)

MADT 363 Broadcast News 3.0FA
(Prerequisites: MADT 103, MADT 216)

Technical Group: 9 units

3 courses selected from:

MADT 216 Introduction to Digital Audio
in Media 3.0 FS

MADT 219 Social Media Technologies
3.0 FS

MADT 222 Basic Web Design 3.0FS

MADT 272 Media for Instruction and
Training 3.0 FS

The Option in Criticism: 18 units

1 required course (3 UNITS):

MADT 371 Media & Learning 3.0 FA

One course selected from (3 UNITS):

MADT 341 American Radio and Television
3.0 FA

MADT 351 Global Media & Convergence 3.0
SP

One course selected from (3 UNITS):

MADT 352 Media Arts & Identity 3.0 FA

MADT 353 World Cinema 3.0 SP

3 courses selected from (9 UNITS)

MADT 343 Screenwriting I 3.0 FA
(Prerequisite: MADT 103)

MADT 345 Media Production
Management 3.0
(Prerequisite: MADT 146)

MADT 363 Broadcast News 3.0 FA
(Prerequisites: MADT 103, MADT 216)

MADT 365 Media Management and Sales
3.0 SP

MADT 372 Media for instruction and
training
(Prerequisite: MADT 371)

MADT 396 Intermediate Photography
and Digital Imaging 3.0 FS
(Prerequisite: MADT 206 (with a grade of C
or higher).

MADT 443 Screenwriting II 3.0 SP
(Prerequisite: MADT 343)

MADT 459 Media Theory 3.0 FA
(Prerequisites: MADT 303)

MADT 496 Applied Photography and Digital
Imaging 3.0 FS
(Prerequisite: MADT 396 with a grade of C
or higher or faculty permission)

(Prerequisite: MADT 271- may be taken concurrently - or faculty permission)

MADT 283 Digital Print Production 3.0
FS

(Prerequisite: MADT 206)

MADT 314 Rich Internet Media Design
3.0 FS

(Prerequisite: MADT 222)

MADT 366 Field Video
Production 3.0 F

(Prerequisites: MADT 226, MADT 261. For
CAGD majors: CAGD 112, MADT 103, MADT
141, MADT 216)

MADT 396 Intermediate Photography
and Digital Imaging 3.0 FS
(Prerequisite: MADT 206 - with a grade of C
or higher).

MADT 464 Advanced Video Editing 3.0
SP

(Prerequisite: MADT 366)

Criticism Group 9 units
3 courses selected from:

MADT 342 Documentary Film 3.0
SP

(Prerequisite: MADT 226 for students in the
CDES Media Arts Option)

MADT 351 Global Media and
Convergence 3.0 FA

MADT 352 Media Arts and Identity 3.0
SP

MADT 353 World Cinema 3.0 SP

The Option in Media Arts: 42 unitsOption Core: 24 units8 courses required:

MADT 103 Writing for Electronic Media
3.0 FS
(Prerequisites: ENGL 130I)

MADT 141 Media Aesthetics 3.0
FS

MADT 216 Introduction to Digital Audio
in Media 3.0 FS

MADT 222 Basic Web Design 3.0
FS

MADT 226 Introduction to Media
Production 3.0 FS (Prerequisites: MADT
103, MADT 141, MADT 206, MADT 216)

MADT 261 Foundations of Electronic
Media 3.0 FS

MADT 344 American Cinema 3.0
FA

MADT 366 Field Video
Production 3.0 F
(Prerequisites: MADT 226, MADT 261. For
CAGD majors: CAGD 112, MADT 103,
MADT 141, MADT 216)

Writing: 3 units1 course selected from:

MADT 313 Basics of Advertising
Copywriting 3.0 FS (Prerequisite: MADT 103
or JOUR 260)

MADT 343 Narrative Scriptwriting 3.0
SP
(Prerequisite: MADT 103)

MADT 363 Broadcast News 3.0 FA
(Prerequisites: MADT 103, MADT 216)

Management: 3 units1 course selected from:

MADT 345 Media Production
Management 3.0
(Prerequisite: MADT 366)

MADT 348 Programming and Audience
Analysis 3.0 FA (Prerequisite: MADT 261
(with a grade of C or higher) or faculty
permission)

The Option in Production: 18 units1 course required:

MADT 266 Field Video Production 3.0 F
(Prerequisites: MADT 103, MADT 146, MADT
216. For CAGD majors: CAGD 112, MADT 103,
MADT 141, MADT 216)

5 courses selected from:

MADT 342 Documentary Film 3.0SP
(Prerequisite: MADT 266)

MADT 343 Screenwriting I 3.0 FA
(Prerequisite: MADT 103)

MADT 345 Media Production
Management 3.0
(Prerequisite: MADT 146)

MADT 362 Media Performance 3.0 SP
(Prerequisites: MADT 103, MADT 216)

MADT 363 Broadcast News 3.0 FA
(Prerequisites: MADT 103, MADT 216)

MADT 396 Intermediate Photography
and Digital Imaging 3.0 FS
(Prerequisite: MADT 206 (with a grade of C or
higher).

MADT 443 Screenwriting II 3.0 SP
(Prerequisite: MADT 343)

MADT 463 Cinematography 3.0 FA
(Prerequisite: MADT 266)

MADT 464 Advanced Video Editing 3.0
SP
(Prerequisite: MADT 266)

MADT 465 Directing for Film &
Television 3.0 (Prerequisite: MADT 266)

MADT 466 Studio Video Production 3.0
FA (Prerequisite: MADT 226)

MADT 468 Video Production Workshop
3.0 SP (Prerequisite: MADT 266)

MADT 496 Applied Photography and Digital
Imaging 3.0 FS
(Prerequisite: MADT 396 with a grade of C or
higher or faculty permission)

MADT 365 Electronic Media Management 3.0
SP

Prerequisite: MADT 261 (with a grade of C or
higher) or faculty permission.

Note: MADT 469 must be taken for 3 units.

Production: 9 units

3 courses selected from:

MADT 314 Rich Internet Media Design
3.0 FS
(Prerequisite: MADT 222)

MADT 342 Documentary Film 3.0 SP
(Prerequisite: MADT 226 for students in the
CDES Media Arts Option)

MADT 362 Media Performance 3.0
SP
(Prerequisites: MADT 103, MADT 216)

MADT 396 Intermediate Photography
and Digital Imaging 3.0 FS
(Prerequisite: MADT 206 (with a grade of C
or higher).

MADT 463 Cinematography 3.0
FA
(Prerequisite: MADT 366)

MADT 464 Advanced Video Editing 3.0
SP
(Prerequisite: MADT 366)

MADT 465 Directing for Film &
Television 3.0
(Prerequisite: MADT 366)

MADT 466 Studio Video Production 3.0
FA
(Prerequisite: MADT 226)

MADT 468 Video Production Workshop
3.0 SP (Prerequisite: MADT 366)

MADT 496 Applied Photography and Digital
Imaging 3.0 FS
(Prerequisite: MADT 396 with a grade of C
or higher or faculty permission)

Capstone: 3 units

1 course required:

MADT 461 Media Industry Caree
Workshop 3.0 FS (Prerequisite: Senior
standing)

The Bachelor of Arts in **Communication** **Design Media Arts**

Total Course Requirements for the Bachelor's Degree: 120 units

See [Bachelor's Degree Requirements](#) in the *University Catalog* for complete details on general degree requirements. A minimum of 40 units, including those required for the major, must be upper division.

A suggested Major Academic Plan (MAP) has been prepared to help students meet all graduation requirements within four years. You can view MAPs on the [Degree MAPs](#) page in the *University Catalog* or you can request a plan from your major advisor.

General Education Pathway Requirements: 48 units

See [General Education](#) in the *University Catalog* and the [Class Schedule](#) for the most current information on General Education Pathway Requirements and course offerings.

Diversity Course Requirements: 6 units

See [Diversity Requirements](#) in the *University Catalog*. Most courses taken to satisfy these requirements may also apply to [General Education](#).

Upper-Division Writing Requirement:

Writing Across the Curriculum ([Executive Memorandum 17-009](#)) is a graduation requirement and may be demonstrated through satisfactory completion of four Writing (W) courses, two of which are designated by the major department. See [Mathematics/Quantitative Reasoning and Writing Requirements](#) in the *University Catalog* for more details on the four courses. The first of the major designated Writing (W) courses is listed below.

~~The Option in Graphic Design~~

~~MADT 439W Presentation and Practice (W) - 3.0 FS -W~~

~~Prerequisites: MADT 431, MADT 434.~~

~~The Option in Mass Communication Design and The Option in Media Arts~~

~~MADT 461W Media Industry Career Workshop (W) 3.0 FS W~~

~~Prerequisite: Senior standing.~~

The second major-designated Writing course is the Graduation Writing Assessment Requirement (GW) ([Executive Order 665](#)). Students must earn a C- or higher to receive GW credit. The GE Written Communication (A2) requirement must be completed before a student is permitted to register for a GW course.

Grading Requirement:

All courses taken to fulfill major course requirements must be taken for a letter grade except those courses specified by the department as Credit/No Credit grading only.

Course Requirements for the Major: ~~57-63~~ 60 units

Completion of the following courses, or their approved transfer equivalents, is required of all candidates for this degree. Additional required courses, depending upon the selected option are outlined following the major core program requirements.

Major Core Program: ~~15~~ 42 units

5 15 courses required:

MADT 101	Introduction to Communication	3.0	FS
	This course is also offered as JOUR 101 .		
MADT 102	Principles of Communication Design	3.0	FS
MADT 103W	Writing for Screen Media	3.0	FS W
	Prerequisite: ENGL 130W		
MADT 104	Media Arts Symposium	1.0	F A
MADT 141	Media Aesthetics	3.0	FS
MADT 146	Intro to Media Production	3.0	FS
	Prerequisite: MADT 141		
MADT 206	Introduction to Commercial Photography and Digital Imaging	3.0	FS
MADT 216	Intro to Digital Audio in Media	3.0	FS
MADT 222	Basic Web Design	3.0	FS
MADT 303W	Communication Criticism (W)	3.0	FS GW W
	Prerequisite: Completion of GE Written Communication (A2) requirement.		
MADT 307	Technology and Communication	3.0	FS GE
MADT 344	American Cinema	3.0	F A
MADT 350	Art of Cinema and Television	3.0	SP

MADT 461W	Media Industry Career Workshop	3.0	FS W
Prerequisite: Senior standing			
MADT 489	Media Arts Internship	1.0-12.0	FS
Prerequisite: Faculty permission			
Must be taken for 2 units			

Major Option Course Requirements: ~~42-48~~ 18 units

The following courses, or their approved transfer equivalents, are required dependent upon the option chosen. Students must select one of the following options for completion of the major course requirements. Use the links below to jump to your chosen option.

-
- [The Option in Graphic Design](#)
 - [The Option in ~~Mass Communication Design~~ Criticism](#)
 - [The Option in ~~Media Arts~~ Production](#)
-

~~The Option in Graphic Design: 48 units~~

~~Laptop Requirement~~

~~To complete this program, the student must have the use of a laptop computer. Please consult with the department for current hardware and software requirements. Students qualify to receive special education discounts on computers and software sold through the Associated Students Bookstore (an Apple authorized campus store). For some programs, in an effort to lower student expenses, bundles consisting of a specially priced Apple laptop computer with the program's required software will be made available at the beginning of each academic year through the Associated Students Bookstore. This laptop computer package is expected to serve the student for the entire length of the program.~~

~~Pre-Portfolio Courses: 19 units~~

~~7 courses required:~~

ARTH 130	Art History Survey: 1800 to the Present	- 3.0	FS -GE-USD
ARTS 125	Basic Drawing	- 3.0	FS -
MADT 222	Basic Web Design	- 3.0	FS -
MADT 230	Graphic Design Portfolio Review	- 1.0	FS -
Prerequisites: ARTS 125, MADT 206, MADT 283, MADT 284 or faculty permission.			

MADT 283	Digital Print Production	- 3.0	FS	-
Prerequisite: MADT 206.				
MADT 284	Basic Graphic Design	- 3.0	FS	-
Prerequisites: MADT 222, MADT 283.				
MADT 314	Rich Internet Media Design I	- 3.0	FS	-
Prerequisite: MADT 222.				

Portfolio Requirement

The successful completion of a Portfolio Review is necessary for entry into upper-division Graphic Design course work. The portfolio is comprised of work from ARTS 125, MADT 206, MADT 230, MADT 283, and MADT 284, and is reviewed by Communication Design faculty.

Post-Portfolio Courses: 23 units

8 courses required:

MADT 327	Information Design	- 3.0	FS	-
Prerequisite: MADT 230.				
MADT 331	History of Graphic Design	- 3.0	FA	-
MADT 334	Basic Typography	- 3.0	FS	-
Prerequisite: MADT 230.				
MADT 431	Publication Design	- 3.0	FS	-
Prerequisites: MADT 327, MADT 334.				
MADT 434	Advanced Typography	- 3.0	FS	-
Prerequisite: MADT 334.				
MADT 437	Advanced Graphic Design	- 3.0	FS	-
Prerequisites: MADT 327, MADT 334.				
MADT 439W	Presentation and Practice (W)	- 3.0	FS	-W
Prerequisites: MADT 431, MADT 434.				
MADT 489	Communication Design Intern	- 1.0–12.0	FS	-
Prerequisite: Faculty permission.				

MADT 489 must be taken for 2 units.

Elective Courses: 6 units

2 courses selected from:

MADT 322	Advanced Web Design	-	3.0	FA	-
Prerequisite: MADT 222.					

MADT 332 Experimental Letterpress Print	-	3.0 FA -
MADT 333 Human Factors	-	3.0 FS -
Prerequisites: MADT 222, MADT 230.		
MADT 337 Packaging	-	3.0 SP -
Prerequisites: MADT 333, MADT 334.		
MADT 396 Intermediate Commercial Photography and Digital Imaging		3.0 FS -
Prerequisite: MADT 206 (with a grade of C or higher).		
MADT 432 Sustainable Design		3.0 FA -
Prerequisite: MADT 334.		
MADT 435 Corporate Design Systems	-	3.0 SP -
Prerequisites: MADT 333, MADT 334.		
MADT 436 Motion Design	-	3.0 SP -
Prerequisite: MADT 334.		
MADT 496 Applied Commercial Photography and Digital Imaging		3.0 FS -
Prerequisite: MADT 396 with a grade of C or higher or faculty permission.		

The Option in ~~Mass Communication Design Criticism~~: 42 18 units

Students take the Option Core for 21 units and select 21 units of elective courses from the Writing, Technical, and Criticism Groups for a total of 42 units.

~~Option Core: 21 units~~

~~7 courses 1 course required:~~

MADT 103W	Writing for Electronic Media (W)	- 3.0 FS -W
Prerequisites: ENGL 130I.		
MADT 141	Media Aesthetics	- 3.0 FS -
MADT 261	Foundations of Electronic Media	- 3.0 FS -
MADT 271 371	Media and Learning	3.0 FS
MADT 341	American Radio and Television	- 3.0 FA -
MADT 344	American Cinema	- 3.0 FA -
MADT 459	Mass Communication Design Seminar	- 3.0 SP -

~~Prerequisite: Senior standing.~~

Writing Group: 3 units

1 course selected from:

- MADT 341 American Radio and Television 3.0 FA
MADT 351 Global Media and Convergence 3.0 FA
~~MADT 313 Basics of Advertising Copywriting - 3.0 FS -
Prerequisite: MADT 103 or JOUR 260.
MADT 343 Narrative Scriptwriting - 3.0 SP -
Prerequisite: MADT 103.
MADT 363 Broadcast News - 3.0 FA -
Prerequisites: MADT 103, MADT 216.~~

Technical Group: 9 units

3 courses 1 course selected from:

- MADT 352 Media Arts and Identity 3.0 SP
MADT 353 World Cinema 3.0 SP
~~MADT 216 Introduction to Digital Audio in Media - 3.0 FS -
MADT 219 Social Media Technologies - 3.0 FS -
MADT 222 Basic Web Design - 3.0 FS -
MADT 272 Media for Instruction and Training - 3.0 FS -
Prerequisite: MADT 271 (may be taken concurrently) or faculty permission.
MADT 283 Digital Print Production - 3.0 FS -
Prerequisite: MADT 206.
MADT 314 Rich Internet Media Design I - 3.0 FS -
Prerequisite: MADT 222.
MADT 366 Field Video Production - 3.0 FS -
Prerequisites: MADT 226, MADT 261. For CAGD majors: CAGD 112, MADT 103, MADT 141, MADT 216.~~
- MADT 396 Intermediate Commercial Photography and Digital Imaging  3.0 FS -
Prerequisite: MADT 206 (with a grade of C or higher).
~~MADT 464 Advanced Video Editing - 3.0 SP -
Prerequisite: MADT 366.~~

Criticism Group: 9 units

3 courses selected from:

MADT 343	Screenwriting I	3.0 FA
Prerequisite: MADT 103		
MADT 345	Media Production Management	3.0
MADT 363	Broadcast News	3.0 FA
Prerequisites: MADT 103, MADT 216		
MADT 365	Media Management and Sales	3.0 SP
Prerequisite: MADT 261 (with a grade of C or higher) or faculty permission		
MADT 372	Media for Instruction and Training	3.0 FS
MADT 396	Interm. Commercial Photography & Digital Imaging	3.0 FS
Prerequisite: MADT 206 (with a C or higher)		
MADT 443	Screenwriting II	3.0 SP
Prerequisites: MADT 103, MADT 343		
MADT 459	Mass Communication Design Seminar	3.0 SP
Prerequisite: MADT 303W		
MADT 496	Applied Commercial Photography & Digital Imaging	3.0 FS
Prerequisite: MADT 396 with a C or higher or faculty permission		
MADT 342	Documentary Film	- 3.0 SP -
Prerequisite: MADT 226 for students in the CDES Media Arts Option.		
MADT 351	Global Media and Convergence	- 3.0 FA -
MADT 352	Media Arts and Identity	- 3.0 SP -
MADT 353	World Cinema	- 3.0 SP -

The Option in ~~Media Arts Production~~: 42 18 units

~~Option Core: 24 units~~

~~8 courses 1 course required:~~

MADT 103W	Writing for Electronic Media (W)	- 3.0	FS	-W
Prerequisites: ENGL 130L				
MADT 141	Media Aesthetics	- 3.0	FS	-
MADT 216	Introduction to Digital Audio in Media	- 3.0	FS	-
MADT 222	Basic Web Design	- 3.0	FS	-
MADT 226	Introduction to Media Production	- 3.0	FS	-

~~Prerequisites: MADT 103, MADT 141, MADT 206, MADT 216.~~

~~MADT 261 Foundations of Electronic Media - 3.0 FS -~~

~~MADT 344 American Cinema - 3.0 FA -~~

MADT 366 266 Field Video Production 3.0 FS

Prerequisites: MADT 103, MADT 146, MADT 216 ~~MADT 226, MADT 261~~. For CAGD majors: CAGD 112, MADT 103, MADT 141, MADT 216.

Writing: 3 units

1 course 5 courses selected from:

~~MADT 313 Basics of Advertising
Copywriting - 3.0 FS -~~

~~Prerequisite: MADT 103 or JOUR 260.~~

MADT 342 Documentary Film 3.0 SP

Prerequisite: MADT 266

MADT 343 Narrative Scriptwriting 3.0 SP

Prerequisite: MADT 103.

MADT 345 Media Production Management 3.0

MADT 362 Media Performance 3.0 SP

Prerequisites: MADT 103, MADT 216

MADT 363 Broadcast News 3.0 FA

Prerequisites: MADT 103, MADT 216.

MADT 396 Intermediate Commercial Photography &
Digital Imaging 3.0 FS

Prerequisite: MADT 206 (with a grade of C or higher)

MADT 443 Screenwriting II 3.0 SP

Prerequisites: MADT 103, MADT 343

MADT 463 Cinematography 3.0 FA

Prerequisite: MADT 266

MADT 464 Advanced Video Editing 3.0 SP

Prerequisite: MADT 266

MADT 465 Directing for Film and Television 3.0 FA

Prerequisites: MADT 266

MADT 466 Studio Video Production 3.0 FA

Prerequisite: MADT 226

MADT 468 Video Production Workshop 3.0 SP

Prerequisite: MADT 266.

MADT 496 Applied Commercial Photography & Digital Imaging 3.0 FS

Prerequisite: MADT 396 with a grade of C or higher or faculty permission

Management: 3 units

1 course selected from:

- MADT 348 Programming and Audience Analysis - 3.0 FA -
Prerequisite: MADT 261 (with a grade of C or higher) or faculty permission.
- MADT 365 Electronic Media Management - 3.0 SP -
Prerequisite: MADT 261 (with a grade of C or higher) or faculty permission.

Production: 9 units

3 courses selected from:

- MADT 314 Rich Internet Media Design I - 3.0 FS -
Prerequisite: MADT 222.
- MADT 342 Documentary Film - 3.0 SP -
Prerequisite: MADT 226 for students in the CDES Media Arts Option.
- MADT 362 Media Performance - 3.0 SP -
Prerequisites: MADT 103, MADT 216.
- MADT 396 Intermediate Commercial Photography and Digital Imaging  3.0 FS -
Prerequisite: MADT 206 (with a grade of C or higher).
- MADT 463 Cinematography - 3.0 FA -
Prerequisite: MADT 366.
- MADT 464 Advanced Video Editing - 3.0 SP -
Prerequisite: MADT 366.
- MADT 465 Directing for Film & Television - 3.0 FA -
Prerequisite: MADT 366.
- MADT 466 Studio Video Production - 3.0 FA -
Prerequisite: MADT 226.
- MADT 468 Video Production Workshop - 3.0 SP -
Prerequisite: MADT 366.
- MADT 496 Applied Commercial Photography and Digital Imaging  3.0 FS -
Prerequisite: MADT 396 with a grade of C or higher or faculty permission.

~~Capstone: 3 units~~

~~1 course required:~~

~~MADT 461W Media Industry Career Workshop (W) - 3.0 FS -W~~

~~Prerequisite: Senior standing.~~

Electives Requirement:

To complete the total units required for the bachelor's degree, select additional elective courses from the total University offerings. You should consult with an advisor regarding the selection of courses which will provide breadth to your University experience and possibly apply to a supportive second major or minor.

Advising Requirement:

Advising is mandatory for all majors in this degree program. Consult your undergraduate advisor for specific information.

Honors in the Major:

Honors in the Major is a program of independent work in your major. It requires 6 units of honors course work completed over two semesters.

The Honors in the Major program allows you to work closely with a faculty mentor in your area of interest on an original performance or research project. This year-long collaboration allows you to work in your field at a professional level and culminates in a public presentation of your work. Students sometimes take their projects beyond the University for submission in professional journals, presentation at conferences, or academic competition. Such experience is valuable for graduate school and professional life. Your honors work will be recognized at your graduation, on your permanent transcripts, and on your diploma. It is often accompanied by letters of commendation from your mentor in the department or the department chair.

Some common features of Honors in the Major program are:

1. You must take 6 units of Honors in the Major course work. All 6 units are honors classes (marked by a suffix of H), and at least 3 of these units are independent study (399H, 499H, 599H) as specified by your department. You must complete each class with a minimum grade of B.
2. You must have completed 9 units of upper-division course work or 21 overall units in your major before you can be admitted to Honors in the Major. Check the requirements for your major carefully, as there may be specific courses that must be included in these units.
3. Your *cumulative* GPA should be at least 3.5 or within the top 5% of majors in your department.

4. Your GPA *in your major* should be at least 3.5 or within the top 5% of majors in your department.
5. Most students apply for or are invited to participate in Honors in the Major during the second semester of their junior year. Then they complete the 6 units of course work over the two semesters of their senior year.
6. Your honors work culminates with a public presentation of your honors project.

While Honors in the Major is part of the Honors Program, each department administers its own program. Please contact your major department or major advisor to apply.

Students may apply for admission to the Honors in the Major Program in the College of Communication and Education. In addition to other specific requirements, each Honors student will conduct and publicly present an original research project. Consult the honors advisor in the College of Communication and Education for specific details.

California State University, Chico
MAJOR ACADEMIC PLAN (MAP)

Major: _____ Media Arts
 Option: _____ Production _____

Degree Units: 120
 Major Units: 60
 Elective Units: 12

First Semester	
MADT 101	3
MADT 104	1
MADT 141	3
GE AREA A4	3
ENGL 130	3
GE AREA E	3
Total Units:	16

Second Semester	
MADT 103 (W)	3
MADT 146	3
GE AREA A1	3
GE AREA A3	3
GE AREA B1	3
Total Units:	15

Comments

Third Semester	
MADT 102	3
MADT 216	3
GE AREA B2	3
GE AREA C1	3
POLS 155 OR HIST 130	3
Total Units:	15

Fourth Semester	
MADT 206	3
MADT 266	3
GE AREA C2	3
GE AREA D1	3
POLS 155 OR HIST 130	3
Total Units:	15

Fifth Semester	
MADT 222	3
MADT 303 (GWAR)	3
MADT 344	3
GE AREA D2	3
GE UD PATHWAY	3
Total Units:	15

Sixth Semester	
MADT 307	3
MADT 350	3
PRODUCTION ELECTIVE	3
PRODUCTION ELECTIVE	3
GE UD PATHWAY OR ELECTIVE	3
Total Units:	15

Notes

Seventh Semester	
MADT 489	2
GE UD PATHWAY	3
PRODUCTION ELECTIVE	3
PRODUCTION ELECTIVE	3
ELECTIVE	3
Total Units:	14

Eighth Semester	
MADT 461 (W)	3
PRODUCTION ELECTIVE	3
GE UD PATHWAY OR ELECTIVE	3
ELECTIVE	3
ELECTIVE	3
Total Units:	15

California State University, Chico
MAJOR ACADEMIC PLAN (MAP)

Major: _____ Media Arts _____
 Option: _____ Criticism _____

Degree Units: 120
 Major Units: 60
 Elective Units: 12

First Semester	
MADT 101	3
MADT 104	1
MADT 141	3
GE AREA A4	3
ENGL 130	3
GE AREA E	3
Total Units:	16

Second Semester	
MADT 103 (W)	3
MADT 146	3
GE AREA A1	3
GE AREA A3	3
GE AREA B1	3
Total Units:	15

Third Semester	
MADT 102	3
MADT 216	3
GE AREA B2	3
GE AREA C1	3
POLS 155 <u>OR</u> HIST 130	3
Total Units:	15

Fourth Semester	
MADT 206	3
MADT 222	3
GE AREA C2	3
GE AREA D1	3
POLS 155 <u>OR</u> HIST 130	3
Total Units:	15

Comments

Fifth Semester	
MADT 303 (GWAR)	3
MADT 344	3
MADT 371	3
GE AREA D2	3
GE UD THEME	3
Total Units:	15

Sixth Semester	
MADT 307	3
MADT 350	3
MADT 353 (SP) <u>or</u> MADT 352 (FA)*	3
CRITICISM ELECTIVE	3
GE UD THEME <u>OR</u> ELECTIVE	3
Total Units:	15

Notes
*The Option in Criticism requires to choose one course selected from: 341 American Radio & TV (FALL) <u>OR</u> 351 Global Media & Convergence (SPRING) And one course selected from: 352 Media Arts & Identity (FALL) <u>OR</u> 353 World Cinema (SPRING)

Seventh Semester	
MADT 489	2
GE UD THEME	3
MADT 341 (FA) <u>or</u> MADT 351 (SP)*	3
CRITICISM ELECTIVE	3
ELECTIVE	3
Total Units:	14

Eighth Semester	
MADT 461 (W)	3
CRITICISM ELECTIVE	3
GE UD THEME <u>OR</u> ELECTIVE	3
ELECTIVE	3
ELECTIVE	3
Total Units:	15

Statement from CME Dean Angela Trethewey

Re: Final B.A. in Media Arts proposal



Angela Trethewey

Chiara F Ferrari; Jennifer Meadows

Tuesday, April 24, 2018 at 11:17 PM

[Show Details](#)

Dear Chiara and Jennifer,

Thank you for your work in revising the B. A. in Media Arts. I very much appreciate your work and approve of the changes you have made to align with EO 1071 and provide a cleaner and more accessible degree for our students.

With gratitude,

Angela

**Meriam Library
California State University, Chico**

--
MEMORANDUM

To: Chiara Ferrari
From: Marc Langston
Date: April 20, 2018
Subject: Library materials support for the proposed program changes in Media Arts and Design Technology

Media Arts Design and Technology (MADT) encompasses a broad range of disciplines, and because of this, library materials that support the Department can be found under a broad range of call numbers in the Meriam Library. The numbers of electronic and physical learning materials that support MADT are listed below. This collection of material would be appropriate to support the newly proposed MADT 104 Media Arts Colloquium.

Print Books: 1,421 titles

Print journals: 24 titles

E-books: 416 titles

E-journals: 41 titles

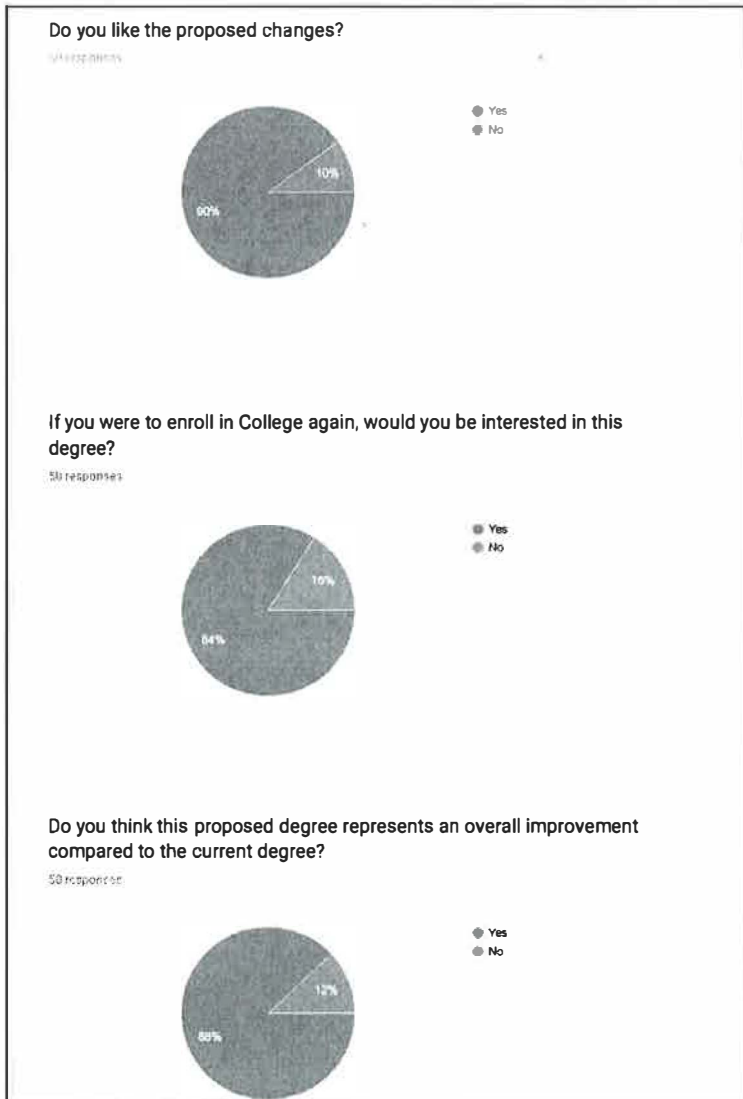
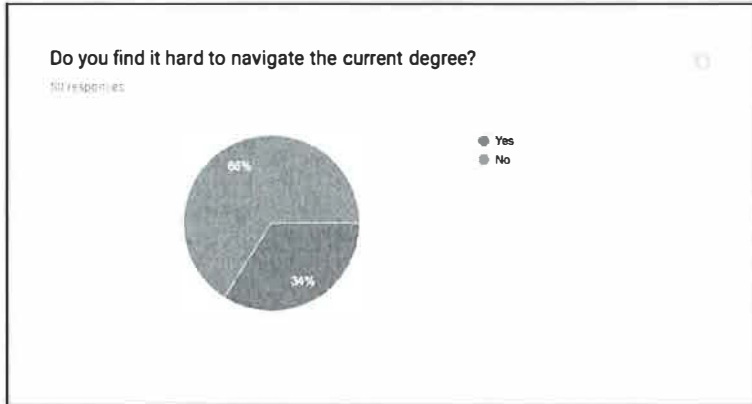
Databases: Academic Search, Art Source, Communication & Mass Media Complete, ABI/INFORM, MLA International Bibliography

The screenwriting classes offered in MADT are supported by a more narrowly focused collection. These materials fall under Library of Congress call numbers PN1992.7, which covers television authorship, and PN1996, which covers motion picture authorship. The Library currently holds 94 books in these call number ranges. In addition to resources currently held in the Library, MADT is allotted an annual book budget to purchase new library materials. Selection of these new materials is overseen by the Library's Media Arts and Design Technology librarian, who also makes available information literacy instruction for all MADT classes.

While the proposed MADT program changes are currently provided with adequate access to both electronic and physical library and learning resources, it is recommended that screenwriting collection be further strengthened.

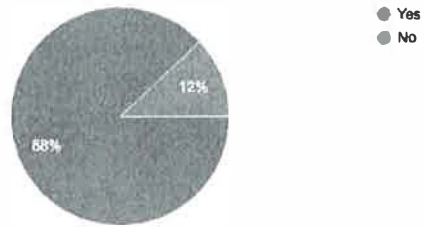
Student survey (n=50)

Survey was conducted in two sections of MADT 103 Writing for Electronic Media, MADT 343 Narrative Scriptwriting, and MADT 461 Media Industry Career Workshop.



Do you think the increased number of required courses offer a more robust foundation in media production and criticism (compared to the current degree)?

50 responses



Academic Programs and Faculty Development
401 Golden Shore, 6th Floor
Long Beach, CA 90802-4210

www.calstate.edu

Alison M. Wrynn, Ph.D.
Interim Assistant Vice Chancellor,
Academic Programs and Faculty Development and
Interim State University Dean, Academic Programs
Phone 562-951-4672
awrynn@calstate.edu

March 21, 2019

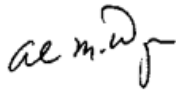
Dr. Debra Larson,
Provost and Vice President for Academic Affairs
California State University, Chico
400 West First Street
Chico, California 95929

Dear Debra:

Effective fall 2019, California State University, Chico is authorized to change the title of the Bachelor of Arts in Communication Design to Bachelor of Arts in Media Arts. The CSU degree program code will change from 06012 to 06051, and the associated CIP Code will change from 50.0401 to 09.0701. The campus is responsible for making the appropriate changes to the CSU Degrees Database and to the campus academic plan.

If you have questions, please contact me at awrynn@calstate.edu or at (562) 951-4672.

Sincerely,



Alison M. Wrynn, Ph.D.
Interim Assistant Vice Chancellor
Academic Programs and Faculty Development, and
Interim State University Dean, Academic Programs

AMW/dc

c: Dr. Loren J. Blanchard, Executive Vice Chancellor for Academic and Student Affairs
Dr. Daniel Grassian, Vice Provost for Academic Programs

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Chico
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