COMMUNICATION ARTS
MAJOR: CINEMA AND MEDIA ARTS OPTION (B.A.)

https://manchester.unh.edu/program/ba/communication-arts-major-cinema-media-arts-option

Description

Students choosing the Cinema & Media Arts Option study the creative media industries with a focus on developing professional skills and knowledge relating to careers in film, television and radio. Courses cover topics such as narrative, screenwriting, audio and video production, film history and criticism, documentary, and audience research methods. Students may elect to take an internship in the area of cinema and media arts to help fulfill requirements for the Option.

For more information, contact Jeff Klenotic (jeffrey.klenotic@unh.edu), program coordinator or contact the UNH Manchester Office of Admissions (unhm.admissions@unh.edu), (603) 641-4150.

Requirements

Degree Requirements

Minimum Credit Requirement: 128 credits

Minimum Residency Requirement: 32 credits must be taken at UNH

Minimum GPA: 2.0 required for conferral*

Core Curriculum Required: Discovery & Writing Program Requirements

Foreign Language Requirement: Yes

All Major, Option and Elective Requirements as indicated.

*Major GPA requirements as indicated.

Major Requirements

Communication Arts (CA) majors must complete 10 courses (40 credits) and maintain a minimum overall grade point average of 2.0 in the major. Transfer students must complete at least 20 credits in the Communication Arts major at UNH. Communication Arts majors may use up to two CMN and/or CA courses toward both the Communication Arts major and UNH Discovery Program requirements.

Code    Title                          Credits
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I. Required Core Courses
    CA 455 Introduction to Media Studies 4
    CA 456 Propaganda and Persuasion     4
    CA 457 Introduction to Language and Social Interaction 4
II. Selected Coursework
    Select three courses from area A, two from area B, two from area C below. 28

Total Credits 40

1 Students must earn a "C" or better in each course to satisfy CA degree requirements.

2 Students must earn a "C-" or better in each course to satisfy CA degree requirements.

Cinema and Media Arts Option Requirements

The option in Cinema and Media Arts consists of 24 credits as distributed below. Courses may be used toward the Communication Arts Degree requirements as well as the Cinema and Media Arts option. Courses applied to the option must be completed with a minimum grade of C- and overall GPA of 2.0. Transfer students must complete a minimum of 12 credits at UNH Manchester.

Code    Title                          Credits
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1. Communication Practices

   A. Communication Practices
   Select three courses from the following: 12
   CA 450 Introduction to Public Speaking
   CA 500 Media Writing
   CA 501 Internship/Communication in the Urban Community
   CA 502 Image and Sound
   CA 507 Relational Violence
   CA 508 Conflict in Relational Communication
   CA 512 Screenwriting
   CA 514 Fundamentals of Video Production
   CA 515 Advanced Video Production
   CA 517 Fundamentals of Audio Prod
   CA 518 Advanced Topics in Digital Media Production
   CA 519 Advanced Screenwriting
   CA 522 Graphic Design I
   CA 523 Graphic Design II
   PSYC 762 Counseling

   Total Credits 12

   B. Communication Practices: Organization, History, and Policy
   Select two courses from the following: 8
   CA 527 History of Film
   CA 531 History and Organization of Advertising
   CA 532 Typography I
   CA 536 LGBT Images and Perspectives
   CA 538 Gender
   CA 539 Communicating in Families
   CA 540 Public Relations
   CA 542 Social Media for Organizations and Business
   CA 550 Special Topics in Communication Organization, History, and Policy
   COMP 560 Ethics and the Law in the Digital Age
   ENGL 534 21st Century Journalism: How the News Works
   PHIL 565 Philosophy Through Film

   Total Credits 8

   C. Communication Practices: Theory and Research
   Select two courses from the following: 8
   CA 610 Communication Technologies and Culture
   CA 612 Narrative
   CA 615 Film History/Theory and Method
   CA 618 Documentary
   CA 720 Seminar
   CA 795 Independent Study

   Total Credits 8


   Select two courses from the following: 8
   CA 527 History of Film
   CA 531 History and Organization of Advertising
   CA 532 Typography I
   CA 536 LGBT Images and Perspectives
   CA 538 Gender
   CA 539 Communicating in Families
   CA 540 Public Relations
   CA 542 Social Media for Organizations and Business
   CA 550 Special Topics in Communication Organization, History, and Policy
   COMP 560 Ethics and the Law in the Digital Age
   ENGL 534 21st Century Journalism: How the News Works
   PHIL 565 Philosophy Through Film

   Total Credits 8

   C. Communication Practices: Theory and Research
   Select two courses from the following: 8
   CA 610 Communication Technologies and Culture
   CA 612 Narrative
   CA 615 Film History/Theory and Method
   CA 618 Documentary
   CA 720 Seminar
   CA 795 Independent Study

   Total Credits 8

   Cinema and Media Arts Option

   Requirements
   Select three courses from the following: 12
   CA 500 Media Writing
Communication Arts Major: Cinema and Media Arts Option (B.A.)

CA 512  Screenwriting
CA 514  Fundamentals of Video Production
CA 515  Advanced Video Production
CA 4518 Advanced Topics in Digital Media Production
CA 4519 Advanced Screenwriting

Select two courses from the following: 8
CA 501  Internship/Communication in the Urban Community
CA 502  Image and Sound
CA 527  History of Film
CA 550  Special Topics in Communication Organization, History, and Policy
PHIL 565  Philosophy Through Film

Select one course from the following: 4
CA 612  Narrative
CA 615  Film History/Theory and Method
CA 618  Documentary
CA 795  Independent Study

Total Credits 24

1 Topic must be related to cinema and media arts.

Capstone Requirement

The capstone requirement will be satisfied in a student's senior year by completion of a specific four-credit capstone course at the 600 or 700 levels. Students may not enroll in a capstone course until they have completed all three CA program core courses (CMN 455 Introduction to Media Studies, CMN 456 Propaganda and Persuasion, and CMN 457 Introduction to Language and Social Interaction) and at least one Area A course and one Area B course. Students must also have completed the prerequisites for the particular capstone course they seek to take. Exceptions to this rule must be approved by the student's academic advisor and CA program coordinator. The capstone course can also fulfill an Area C course requirement.

The capstone experience offers seniors an opportunity to synthesize and apply knowledge and skills gained throughout their communication arts major coursework. The capstone course requires students to conduct an original research study, a creative media project, an internship, community-based research, or an advanced service learning project in communication arts under the close supervision of a communication arts faculty member. Students are strongly encouraged to share their capstone projects with the larger UNH community through participation in the Undergraduate Research Conference, a presentation in the Brown Bag lunch series, publication in the UNH undergraduate journal Inquiry, or presentation in some other public venue. Students should work closely with their advisors to make sure the capstone requirement has been satisfied.

Courses that satisfy this requirement include, but are not limited to:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>CA 612</td>
<td>Narrative</td>
<td>4</td>
</tr>
<tr>
<td>CA 615</td>
<td>Film History/Theory and Method</td>
<td>4</td>
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<tr>
<td>CA 720</td>
<td>Seminar</td>
<td>4</td>
</tr>
<tr>
<td>CA 795</td>
<td>Independent Study</td>
<td>4</td>
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Degree Plan

This degree plan is a sample and does not reflect the impact of transfer credit or current course offerings. UNH Manchester undergraduate students will develop individual academic plans with their professional advisor during the first year at UNH.

Sample Course Sequence

First Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
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<tbody>
<tr>
<td>UMST 401 or UMST 402</td>
<td>1-2</td>
</tr>
<tr>
<td>ENGL 401</td>
<td>4</td>
</tr>
<tr>
<td>CMN 455</td>
<td>4</td>
</tr>
<tr>
<td>Discovery Course</td>
<td>4</td>
</tr>
<tr>
<td>Elective</td>
<td>4</td>
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| Credits | 17-18 |

Second Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Foreign Language</td>
<td>4</td>
</tr>
<tr>
<td>CMN 457</td>
<td>4</td>
</tr>
<tr>
<td>Major Elective</td>
<td>4</td>
</tr>
<tr>
<td>Discovery Course</td>
<td>4</td>
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</tbody>
</table>

| Credits | 16 |

Third Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Major Elective</td>
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</tr>
<tr>
<td>Discovery Course</td>
<td>4</td>
</tr>
<tr>
<td>Elective</td>
<td>4</td>
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</tbody>
</table>

| Credits | 16 |

Fourth Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Major Elective</td>
<td>4</td>
</tr>
<tr>
<td>Discovery Course</td>
<td>4</td>
</tr>
<tr>
<td>Elective</td>
<td>4</td>
</tr>
</tbody>
</table>

| Credits | 16 |
Elective 4

Credits 16

Spring
Major Elective 4
Discovery Course 4
Elective 4
Elective 4

Credits 16

Total Credits 129-130

Student Learning Outcomes

Upon completion of the Communication Arts program, students will be able to:

• Analyze how creativity, artistry, narrative, identity, persuasion, and ethics shape messages and relationships produced within a variety of social, organizational, and industry contexts.
• Demonstrate knowledge and skills that give them expertise and proficiency in areas such as human relations, social media, digital video, audio production, graphic design, writing, and speaking.
• Know the history of communication practices and understand how media technologies and messages have impacted societies, cultures, organizations, and businesses.
• Effectively research and creatively explore communication practices, experiences, and trends using high quality sources of information, multiple modes of inquiry, and multiple presentation formats.
• Identify professional interests or career paths by working with the Internship and Career Planning Office and by engaging with communication settings outside the classroom through internships, service learning, field trips, and independent studies.