

# **The University Senate of Michigan Technological University**

## **PROPOSAL 20-16** (Voting Units: Academic)

### **“Proposal for a MINOR IN MEDIA PRODUCTION”**

**Department of Humanities**  
**Contact: Michael Bowler**

#### **Introduction**

The proposed minor in Media Production, sponsored by the Humanities Department, offers Michigan Tech students the opportunity to deepen their understanding and use of different media and communication forms. The minor requires introductory courses in digital media and visual communication. A media production minor will signal to employers in communication fields, as well as science and engineering fields, that a job candidate is prepared to handle the media-rich demands of today’s communication environment, making Michigan Tech students more desirable and competitive candidates.

#### **2. Rationale**

The hallmark of communication today is media convergence and multimodality. While writing remains a communication staple, graphic design, photography, web development, video and audio production, and print production work together to convey information and ideas. Each of these have unique artistic and technical requirements, utilize different tools and workflows, and construct meaning in diverse ways. A media production minor prepares students to understand and have competency in these different forms, increasing our students’ value as communicators both in the workplace and as citizens.

#### **3. Details of Catalog Copy**

##### **3.1 Title of Minor**

Media Production

##### **3.2 Catalog Description**

This minor, offered by the Humanities Department, will provide students with the opportunity to deepen their understanding and use of different media and communication forms through study and intensive practice. Learning goals: Students who complete this minor will develop:

- effective media-rich, multimodal communication skills through appropriate selection and use of the different media forms
- awareness of important cultural, rhetorical, and critical contexts for media development

- creative and artistic abilities through study of contemporary practices and standards and development of original media work
- understanding and application of practices, vocabulary, and workflows for professional media development, including intellectual property laws with regard to media creation and distribution
- proficiency with software, equipment, and other technology used for professional media development

### 3.3 List of courses

The minor requires a total of 18 credits.

<b>Introductory Courses (6 – 9 credits)</b>	
Introductory media course (required)	HU2642 Introduction to Digital Media
Introductory visual communication courses (choose 1 or 2)	HU2633 Digital Imaging HU2645 Graphic and Information Design FA2300 Two-Dimensional Design HU2324 Intro to Film
<b>Upper-Level Electives (9 – 12 credits)</b>	
Choose 3 or 4 courses	HU3630 Publication and Information Management HU3650 Intro to Web Design HU3695 Digital Writing and Rhetoric HU3870 Color, Visuality, Culture HU3890 Documentary HU4628 Usability and Instructions HU4642 Topics in Advanced Media FA3730 Sound Design FA3741 Recording Lab

4. New course descriptions: no new courses

5. Estimated costs: no additional faculty or resources required

Planned implementation date : August 2016

Approved by Humanities Department: December 4, 2015

Rev. 02-22-16