

# VIDEO PRODUCTION

## REQUIREMENTS

**CORE CURRICULUM** The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at [marshall.edu/gened](http://marshall.edu/gened).

### CORE 1: CRITICAL THINKING

CODE	COURSE NAME	HRS	GRADE
FYS 100	First Year Seminar	3	_____
_____	Critical Thinking	3	_____
_____	Critical Thinking	3	_____

### CORE 2:

CODE	COURSE NAME	HRS	GRADE
ENG 101	Beginning Composition	3	_____
ENG 201	Advanced Composition	3	_____
CMM 103	Fund Speech-Communication	3	_____
_____	Core II Mathematics	3	_____
_____	Core II Phys./Natural Science	4	_____
JMC 101	Core II Humanities	3	_____
_____	Core II Social Science	3	_____
_____	Core II Fine Arts	3	_____

### Additional University Requirements

_____	Writing Intensive	3	_____
_____	Writing Intensive	3	_____
_____	Multicultural/International	3	_____
AM 499	Capstone	3	_____

## MAJOR REQUIREMENTS

All Video Production majors are required to take the following courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
ART 101	Visual Culture and Research	3	_____	AM 490	Video Internship	1	_____
ART 219	Foundations: Frame/Time	3	_____	AM 498	Senior Pre Capstone	3	_____
ART 325	Image Visualization Digital Techniques	3	_____	AM 499	Senior Capstone Project	3	_____
ART 423	Photographic Lighting	3	_____	_____	Minor Requirement	3	_____
ART 453	Motion Design I	3	_____	_____	Minor Requirement	3	_____
ART 454	Motion Design II	3	_____	_____	Minor Requirement	3	_____
JMC 434	Advanced Video	3	_____	_____	Minor Requirement	3	_____
JMC 101	Media Literacy	3	_____	_____	Minor Requirement	3	_____
JMC 380	AD/PR and Continuity	3	_____	_____	Free Elective	3	_____
JMC 332	Intro. To Video Production	3	_____	_____	Free Elective	3	_____
JMC 432	AD/PR Video	3	_____	_____	Free Elective	3	_____
JMC 475	Documentary Journalism	3	_____	_____	Free Elective	3	_____
MUS 219	Digital Recording Techniques	2	_____				
_____	THE 240, 245, or THE 250	3	_____				
THE 437	Directing	3	_____				
AM 299	Sophomore Review	0	_____				

## MAJOR INFORMATION

- Prospective students who wish to apply for admission to the Bachelor of Arts program must meet the general admission requirements for Marshall University.
- Students enrolled in the Bachelor of Arts programs are required to complete all coursework in the respective majors with a minimum grade of C. Course grades of D and F are not counted toward graduation requirements and must be replaced with a grade of C or better before graduation or before using that course as a prerequisite for another required course.
- Candidates for graduation must have a Grade Point Average of 2.0 or higher in all work attempted at Marshall University.
- Forty (40) credit hours must be earned in courses number 300-400.
- No courses in the college and major requirements for graduation in the College of Arts and Media may be taken Credit/ Non-Credit unless the course is otherwise specified.
- See advisor for ART 489 substitution options.
- Students pursuing the B.A. will complete a capstone project appropriate to their emphasis area and outside field. Projects must be approved the student's capstone advisor.

# VIDEO PRODUCTION

The Bachelor of Arts in the Arts with a video production major combines course work from art and design, journalism, music and theatre. Camera skills, lighting, editing, acting, directing, storytelling and writing, music and sound effects, motion graphics and effects, and producing are all critical elements in this program. Students gain the skills and techniques necessary for video creation and are prepared for careers in the video industry.

YEAR ONE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	FYS 100	First Year Sem Crit Thinking	3	_____	_____	Core II Mathematics	3	_____
	ENG 101	Beginning Composition	3	_____	CMM 103	Fundamentals of Speech	3	_____
	_____	Core II Fine Arts	3	_____	ART 101	Visual Culture and Research	3	_____
	JMC 101	Media Literacy	3	_____	_____	THE 240, 245, or THE 250	4	_____
	ART 219	Foundations: Frame/Time	3	_____	_____	Core I Critical Thinking	3	_____
	UNI 100	Freshman First Class	1	_____				
	<b>TOTAL HOURS</b>		<b>16</b>		<b>TOTAL HOURS</b>		<b>16</b>	
	Summer Term (optional):							

YEAR TWO	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	_____	Core I Critical Thinking	3	_____	_____	Writing Intensive	3	_____
	ENG 201	Advanced Composition	3	_____	_____	Minor Requirement	3	_____
	_____	Core II Social Science (M/I)	3	_____	MUS 219	Digital Recording Techniques	2	_____
	JMC 380	AD/PR and Continuity	3	_____	AM 299	Sophomore Review	0	_____
	ART 325	Image Visualization Digital Techniques	3	_____	_____	Minor Requirement	3	_____
	JMC 332	Intro. to Video Production	3	_____	_____	Minor Requirement	3	_____
	<b>TOTAL HOURS</b>		<b>18</b>		<b>TOTAL HOURS</b>		<b>14</b>	
	Summer Term (optional):							

YEAR THREE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	ART 423	Photographic Lighting	3	_____	THE 437	Directing	3	_____
	_____	Core II Physical/Natural Science	4	_____	_____	Minor Requirement	3	_____
	_____	Writing Intensive	3	_____	ART 454	Motion Design II	3	_____
	ART 453	Motion Design I	3	_____	JMC 475	Documentary Journalism	3	_____
	JMC 432	AD/PR Video	3	_____				
	<b>TOTAL HOURS</b>		<b>16</b>		<b>TOTAL HOURS</b>		<b>12</b>	
	Summer Term (optional):							

YEAR FOUR	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	_____	Minor Requirement	3	_____	_____	Minor Requirement	3	_____
	_____	Free Elective	3	_____	_____	Free Elective	3	_____
	JMC 434	Advanced Video	3	_____	_____	Free Elective	3	_____
	AM 498	Senior Pre Capstone	3	_____	AM 499	Senior Capstone Project	3	_____
	_____	Free Elective	3	_____				
	AM 490	Video Internship	1	_____				
	<b>TOTAL HOURS</b>		<b>16</b>		<b>TOTAL HOURS</b>		<b>12</b>	
	Summer Term (optional):							

● General Education Requirement  
■ College Requirement  
◆ Major Requirement  
◆ Area of Emphasis

🎯 Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

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## INVOLVEMENT OPPORTUNITIES

- SGA
- Campus Activity Board
- JMELI
- Commuter Student Advisory Board
- Community Engagement Ambassadors
- Club Sports
- Religious Organizations
- Political Organizations
- Residence Hall Association
- Cultural Organizations
- National Society of Leadership and Success
- Greek Life

## RELATED MAJORS

- English
- Creative Writing

## RECOMMENDED MINORS

- Film Studies
- Digital Humanities
- Journalism
- Media Studies
- Business

## GRADUATION REQUIREMENTS

- Have a minimum of 120 credit hours (some colleges or majors require more);
- Have an overall and Marshall Grade Point Average of 2.00 or higher;
- Have an overall Grade Point Average of 2.00 or higher in the major area of study;
- Have earned a grade of C or better in English 201 or 201 H;
- Have met all major(s) and college requirements;
- Have met the requirements of the Core Curriculum;
- Have met the residence requirements of Marshall University, including 12 hours of 300/400 level coursework in the student's college (see section entitled "Residence Requirements" in the undergraduate catalogue);
- Be enrolled at Marshall at least one semester of the senior year;
- Have transferred no more than 72 credit hours from an accredited West Virginia two-year institution of higher education.

Colleges and specific programs may have unique requirements that are more stringent than those noted above. Students are responsible for staying informed about and ensuring that they meet the requirements for graduation.

# VIDEO PRODUCTION — 2023-2024

## YEAR ONE



Have questions? Need to talk? You already have a Friend-At-Marshall ready to help you succeed. Find your FAM Peer Mentor here: [www.marshall.edu/fam](http://www.marshall.edu/fam)



Stay on the Herd Path and come to class! Class attendance is more important to your success than your high school GPA, your class standing, or your ACT/SAT scores.



In order to graduate on time, you need to take an average of 15 credits per semester. Are you on track? Take 15 to Finish!



Volunteer at the radio station, WMUL FM 88.1, or work with the student daily, The Parthenon. They're solid media experience for any major.



Take a pulse check. Know what you need to do every year to keep your grants, scholarships, or federal financial aid.



Sign up for Handshake! Handshake is the #1 place to launch a career with no connections, experience, or luck required. The platform connects up-and-coming talent with 650,000+ employers.



Join the American Advertising Federation, or "Ad Club," and network with professionals, work on local ad jobs, and get a peek at the capstone project.

## YEAR THREE



Develop relationships with professors who can serve as future references by attending their office hours.



Submit your work for the annual American Advertising Federation ADDY, Hearst, and other awards.



Are you on track to graduate? Meet with your advisor for your Junior Eval to make sure you know what requirements you have left.



Your degree requires an internship. Start planning now! Meet with your advisor to discuss your internship options.



Talk to your advisor about securing a drone operator's license.



Networking is key! Attend a Career Expo to seek employment opportunities and network with employers in your field.



Think about who can help you grow as a student and a professional (professors, advisors, alumni, etc.) and ask at least one of them to be your mentor.

## YEAR TWO



Are you completing enough credits to graduate on time? Dropping or failing a class can put you behind. Use summer terms to quickly get back on track.



Think about who can help you grow as a student and a professional (professors, advisors, alumni, etc.) and ask at least one of them to be your mentor.



Attend an intercultural festival or event on campus or in town.



Have you considered adding a minor? Think about personal areas of interest you'd like to explore or how you might enhance your major with a related skill set.



Volunteer at the radio station, WMUL FM 88.1, or work with the student daily, The Parthenon. They're solid media experience for any major.



Submit your work for the annual American Advertising Federation ADDY, Hearst, and other awards.

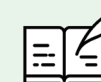


Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.

## YEAR FOUR



This is it! Are you on track to graduate? Meet with your advisor for your Senior Eval to see what requirements you have left.



Want to continue your education and increase your opportunities? Talk to a faculty member about whether graduate school fits your career.



Submit your work for the annual American Advertising Federation ADDY, Hearst, and other awards.



Develop relationships with professors who can serve as future references by attending their office hours.



Collect the artifacts you'll need for your graduation portfolio.



Study for the GRE.



Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.

## TRANSFERABLE SKILLS ASSOCIATED WITH THIS MAJOR

- Creativity
- Attention to Detail
- Design Sense
- Imagination
- Open-Mindedness
- Curiosity
- Artistic Sense

## ASSOCIATED CAREERS

- Producing
- Promotion
- News Reporting
- News Producing
- News Videography
- Sportscasting
- Anchoring
- Editing
- Directing
- Casting
- Research
- Management
- Digital Communication
- Filmmaking
- Advertising
- Copy/Script/Screen Writing
- Photography

This academic map is to be used as a guide in planning your coursework toward a degree. Due to the complexities of degree programs, it is unfortunate but inevitable that an error may occur in the creation of this document. The official source of degree requirements at Marshall University is DegreeWorks available in your myMU portal. Always consult regularly with your advisor.



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