

# MEDIA STUDIES (MEDIA)

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For up-to-date information on when online courses from the Distance Learning Campus are typically offered, see <https://www.uwplatt.edu/departments/professional-program-support/course-offerings> (<https://www.uwplatt.edu/departments/professional-program-support/course-offerings/>).

## **MEDIA 1230 Visual Communication 3 Credits**

A foundation course emphasizing the fundamental concepts of visual communication. The principles covered include form, structure, color theory, visual aesthetics, semiotics, and organizational systems as applied to the relationship of text and image throughout visual media.

**Components:** Class

## **MEDIA 1360 Public Relations Principles 3 Credits**

The field of public relations is explored, stakeholder categories identified, and common techniques and strategies examined in this course.

**Components:** Class

## **MEDIA 1630 Introduction to Mass Media 3 Credits**

Survey of mass communication theory and the role of mass media in society. Analysis of media evolution, structure, economics, effects, and control.

**Components:** Class

**GE:** Social Sciences

## **MEDIA 2090 Web Development: Basics 3 Credits**

This course provides an introduction to the basic concepts and techniques related to designing, developing and deploying web sites. During the course, students will learn about visual design, site management, implementing style sheets and adding interactivity. Topics include: HTML, XHTML, CSS, and JavaScript.

**Components:** Laboratory, Class

**Prereqs/Coreqs:** P. Media Studies major or consent of instructor

## **MEDIA 2230 Digital Media Technologies 3 Credits**

This course introduces the theory and functions of multimedia software packages that are widely used in the media industry. Students will develop a basic understanding of the design and use of media to communicate a client's marketing strategy to its intended target audience. The focus of the course is on commercial enterprise and intended for majors within the School of Business and Agribusiness.

**Components:** Class

## **MEDIA 2470 Production Foundations 3 Credits**

Theory and practice in the process of video production via the single camera and studio methods. Topics include production systems, pre-production, camera functions and techniques, audio console, switcher, editing and distribution.

**Components:** Laboratory, Class

**Prereqs/Coreqs:** P. Communication Technologies or Media Studies or Tech Ed major or consent of instructor

## **MEDIA 3800 Meetings and Events 3 Credits**

This course explores the meetings industry, including association, corporation, and government meetings. Students also examine conventions, trade shows, incentive travel, and special events.

**Components:** Class

**Prereqs/Coreqs:** P. Junior standing

## **MEDIA 4710 Independent Study 1-3 Credits**

Research on a topic of student interest, culminating in a final project or paper of merit, and evaluated by a staff member.

**Components:** Independent Study

**Prereqs/Coreqs:** P. consent of department chair

## **MEDIA 4990 Communication Internship 1-3 Credits**

An on-the-job assignment commensurate with the student's emphasis and career goals. May be repeated once; however, each experience must be significantly different to provide breadth within the field. Internships require a minimum of 50 hours on-the-job for each credit. Graded on a pass/fail basis.

**Components:** Field Studies

**Prereqs/Coreqs:** P. good academic standing with at least 60 overall credits earned or in progress; have completed at least 21 Media Studies credits; and have approval from advisor