

MEDIA STUDIES (MEDIA)

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