The Media Arts Major
Planning Guide

Name: ________________________________________

Requirements for the Bachelor of Arts degree (from the Bethany Lutheran College Catalog)

1. Fulfill the Common General Education Core requirements or have transferred equivalent courses* for a total of 55 credits.
2. Declare a major as soon as possible. If the student has not declared a major by the time earn 65 credits a hold will be placed on their registration until a major is declared.
3. Complete a major, fulfilling its specific requirements.
4. Earn a minimum of 128 credits, of which at least **42 will be from upper division** (three- and four-hundred level) courses.
5. Achieve and overall minimum GPA of 2.0.

*The last 33 semester credit hours must be completed on campus.
* A student may transfer in a maximum of 65 lower division semester credit hours of academic work.

Entrance into the Media Arts Major

Each student is expected to formally apply for entry into the media arts major. This should be done before the end of the sophomore year. A major application form may be obtained from any media arts faculty or downloaded from the media arts section of the college website. In order to gain admission to, and graduate with, the media arts major, students must maintain a 3.0 GPA in all pre-major and major coursework.

Coursework Checklist

Pre-Major Requirements - 21 credits
(Taken concurrently with other coursework)
☐ ARTS102 - 2-dimensional Design - 3 cr.
☐ ARTS110 - Drawing I - 3 cr.
☐ ARTS230 - GD I - Intro to Publishing & Design - 3 cr.
☐ COMM240 - Intro to Mass Media - 3 cr.
☐ COMM318 - Small Group Communication - 3 cr.
☐ COMM295 or 297 - AV Production - 3 cr.
☐ ENGL210 - College Writing II - 3 cr.
   or ENGL213 Creative Writing - 3 cr.

Historical Perspective - 6 credits (choose two)
☐ ARTS107 - Art History Ill - Roman. to Mod. - 3 cr.
☐ ARTS344 - American Art History - 3 cr.
☐ ARTS452 - Contemporary Issues in Art - 3 cr.
☐ COMM365 - Images on Film - 3 cr.

(April 11, 2012)
Theoretical & Critical Analysis - 9 credits  
(must include COMM385 - Law & Ethics in Media)  
- ARTS450 - Art Theory & Criticism - 3 cr.  
- COMM325 - Processes of Criticism - 3 cr.  
- COMM385 - Law & Ethics in Media - 3 cr.  
- ENGL350 - Literary Criticism - 3 cr.

Theory and Practice - minimum of 15 credits plus MART480 (required)  
Each student is expected to choose one of two **areas of emphasis**.

**Motion Graphics and Animation Emphasis:**  
(Choose 5 from the following, *must include ARTS330 AND COMM397*)  
- ARTS312 - Intro to Illustration - 3 cr.  
- ARTS330 - GD II - Electronic Imaging - 3 cr.  
- ARTS332 - GD IV - Intro to Interactive Multimedia - 3 cr.  
- ARTS336 - GD III - Intro to Web Design - 3 cr.  
- COMM360 - Visual Communication - 3 cr.  
- COMM397 - A/V Production III - 3 cr.  
- MART390 - Animation - 3 cr.  
- MART430 - Motion Graphic Design - 3 cr.

**Video Arts Emphasis:**  
(Choose 5 from the following, *must include COMM397*)  
- ARTS330 - GD II - Electronic Imaging - 3 cr.  
- COMM360 - Visual Communication - 3 cr.  
- COMM397 - A/V Production III - 3 cr.  
- COMM465 - Editing for Film and Video - 3 cr.  
- MART390 - Animation - 3 cr.  
- MART430 - Motion Graphic Design - 3 cr.

**Internship and Capstone Experience:**  
(*Must include MART499*)  
- MART499 - Internship - 1 to 4 cr. (optional)  
Students may apply through the Media Arts Department and an approved agency for the completion of a program of practical experience.  
- MART480 - Capstone/Topics Course (required) - 4 cr.

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**Curricular Suggestions:**  
Suggested General Education coursework - chosen specifically to supplement the Media Arts curriculum:  
- BUSN101 - Introduction to Business (3)  
- COMM389 - Intercultural Communication (3)

**Additional Elective Suggestions**  
(to be taken as time allows):  
- ARTS113 - Introduction to Photography (3)  
- ARTS114 - Painting (3)  
- ARTS202 - 3D Design (3)  
- MUSCI102 - Music Appreciation (3)  
- THTR101 - Intro to Theatre (3)  
- COMS103 - Computer Programming (3)