MEDIA X

Degrees Offered
Bachelor of Arts

Majors Offered
Media X (BA)

Mission
Media X is an undergraduate program in expressive media design, development, distribution, and analysis. Utilizing evolving technologies for the 21st century, Media X is positioned at the crossroads between the creative and the technical, the social and commercial, bringing together affiliated faculty with expertise in art and graphic design, business, communication, computer science, literature, music, theater, film, and digital media. Media X is an ideal program for students who want to pursue careers in modern creative and performance industries that are increasingly dominated by digital technology.

The program builds on the University of the Pacific’s foundation as a liberal arts college, providing students with much more than a narrow technical education in digital media tools. Media X students achieve fluency in a variety of media platforms, including social media, film and video production, transmedia storytelling, live performance, graphic design, marketing, and coding as well as website, app, and game design. Preparing students for a dynamic workplace, the program combines the traditional strengths of the creative process, interdisciplinarity, and critical analysis with an emphasis on the real world applications of traditional, digital, and emerging media technologies. Working in small classes with dedicated faculty, students also acquire a nuanced awareness of the economic, political, and cultural hierarchies that influence global artistic production and media practices.

The program emphasizes internships, practicums, and experiential learning opportunities to help students transition strategically from college to careers.

Media X offers three pathways for students to choose from:

Maker: Production, Performance, and Design

The Maker pathway is for students seeking to design, produce, and perform content across multiple platforms-ranging from digital and emerging media to the original platform-the stage. This pathway is about much more than the finished product, stressing the importance of all facets of production. Students have the opportunity to learn both what goes on behind the scenes as well as how to create performances in front of the cameras and microphones, enabling them to become well-rounded producers, directors, performers, and designers. They will learn the arts of filmmaking, animation, directing, acting, designing, gaming, and so much more. This pathway aims to graduate artist-entrepreneurs who understand the needs of the entire production community in one of the fastest growing job markets in the world.

Manager: Creative Entrepreneurship, Persuasive Communication, and Social Media Management

The Manager pathway examines the intersection between business, creativity, and technology and provides the tools for entrepreneurs to explore methods to build, showcase, and grow by taking advantage of the opportunities that both new media and social media bring to the business world. A focus on creative entrepreneurship enables students to navigate the complex dynamics of a global business culture that is being rapidly transformed by developments in technology and emerging cultural geographies. Courses in social media management, marketing, consumer behavior, business communications, and analytics prompt students to explore the applications of digital media across industries as well as cultivate the skills necessary to address both the challenges and opportunities associated with evolving technology and media landscapes.

Analyst: Research, Interpretation, and Analytics

The Analyst pathway is both innovative and eminently practical, combining the traditional strengths of the arts and sciences with digital media, cultural studies, and the twenty-first century tools of data analytics. Students develop rigorous research and interpretive habits, allowing them to cultivate an aesthetic sensibility alongside analytical skills, with the added awareness of how media and content always function within broader cultural or business contexts. The Analyst pathway enables students to develop a holistic understanding of “big data” as well as to engage in cross-disciplinary analysis, aimed at developing a deeper, contextual understanding of digital content and cultural products. A familiarity with data-driven decision-making puts students in this path miles ahead of other job seekers in any digital content or marketing career.

Learning Outcomes
1. Create Multilayered Content. Synthesize and apply knowledge from the liberal arts to produce culturally relevant, effective content.
2. Integratively Apply Theories. Integrate and apply media and performance theories in multiple media and illustrate technical fluency, including computer programming.
3. Articulate Cultural Frameworks. Articulate an understanding of economic, political, and cultural differences and hierarchies that influence global artistic production and media practices.
4. Adapt Across Platforms. Adapt and translate content across multiple media and performance platforms using historical, theoretical, and technical knowledge to make and defend creative decisions.
5. Manage Creative Projects. Exercise self-initiative and project management techniques congruent with a field characterized by high levels of autonomy, independence, interdependence, and entrepreneurship.
6. Practice Interprofessional Collaboration. Demonstrate knowledge of expected and alternative forms of collaboration in the professional media and performance industries when creating and executing collaborative projects.
7. Demonstrate Entrepreneurship and Professional Development. Formulate career options and demonstrate activities that connect with emerging opportunities and are congruent with the student’s career interests and strengths.

Bachelor of Arts Major in Media X

Students must complete a minimum of 120 units with a Pacific cumulative and major/program grade point average of 2.0 in order to earn the bachelor of arts degree with a major in media x.

I. General Education Requirements
Minimum 42 units and 12 courses that include:
Note: 1) Pacific Seminars cannot be taken for Pass/No Credit. 2) Transfer students with 28 or more transfer units complete 2 additional General Education elective courses from below in place of taking PACS 001 and PACS 002.

One course from each subdivision below:

Social and Behavioral Sciences
IA. Individual and Interpersonal Behavior
IB. U.S. Studies
IC. Global Studies

Arts and Humanities
IIA. Language and Literature
IIB. Worldviews and Ethics
IIC. Visual and Performing Arts

Natural Sciences and Mathematics
IIIA. Natural Sciences
IIIB. Mathematics and Formal Logic
IIIC. Science, Technology and Society
or a second IIIA Natural Sciences course

Note: 1) No more than 2 courses from a single discipline may be applied to meet the requirements of the general education program.

II. Diversity Requirement
Students must complete one diversity course (3-4 units)

Note: 1) Transfer students with 28 units or more transfer units prior to fall 2011 are encouraged but not required to complete a designated course prior to graduation. 2) Courses may be used also to meet general education and/or major/minor requirements.

III. College of the Pacific BA Requirement
Students must complete one year of college instruction or equivalent training in a language other than English.

Note: 1) Transfer students with sophomore standing are exempt from this requirement.

IV. Fundamental Skills
Students must demonstrate competence in:

Writing
Quantitative analysis

V. Breadth Requirement
Students must complete 60 units outside the primary discipline of the first major, regardless of the department who offers the course(s) in that discipline. (Course includes general education courses, transfer courses, CPCE/EXTN units, internships, etc.)

VI. Major Requirements
MEDX 011 Critical Media Making (Tools) 4
MEDX 013 Media Literacies 4
MEDX 109 Capstone 4
Experiential Learning 4

Production Requirement - Select one of the following: ** 4
ARTS 103 Graphic Production
COMM 131 Media Production
COMM 134 Documentary Film Production
MEDX 117 Film Production
MMGT 120 Media Production
THEA 089G Practicum: Production

Curriculum Pathways/Electives *** 20
Maker: Production, Performance, Design
ARTH 101 Design Thinking
ARTS 005 Drawing
ARTS 095 Video I
ARTS 105 Web Design
ARTS 107 Video II
ARTS 115 Animation
COMM 132 Writing for Media
COMP 051 Introduction to Computer Science
ENGL 115 Screenwriting
MCOM 019 Music and Computer Technology
MEDX 117 Film Production
MEDX 118 Advanced Film Production
MMGT 005 Introduction to Music Industry Technology
MMGT 106 Sound Recording Fundamentals
MMGT 109 Beyond Talent: Managing Performance Career
MMGT 120 Media Production
MMGT 130 Popular Songwriting
THEA 037A Costume Construction and Technology
THEA 071 Beginning Acting
THEA 073 Acting for the Camera
THEA 075 Expressive Movement
THEA 112 Playwriting
THEA 137 Lighting Technology
Manager: Creative Entrepreneurship, Persuasive Communication, and Social Media Management
BUSI 053 The Legal and Ethical Environment of Business
BUSI 107 Marketing Management
BUSI 148 Promotions Management
BUSI 153 Entertainment Law
COMM 132 Writing for Media
COMM 135 Principles of Public Relations
ECON 053 Introductory Microeconomics
ECON 055 Introductory Macroeconomics: Theory and Policy
ENGL 106 Content Engineering
ENGL 109 Professional Communications
MMGT 011 Music, Entertainment in U.S. Society
MMGT 021A Follow the Money I
MMGT 021B Follow the Money II
MMGT 081A How to Run and Independent Record Label I
MMGT 081B How to Run and Independent Record Label II
MMGT 106 Sound Recording Fundamentals
MMGT 109 Beyond Talent: Managing Performance Career
MMGT 121 Media Promotion
MMGT 130 Popular Songwriting

Analyst: Research Methods, Culture, and Analytics
### Media X Courses

**MEDX 011. Critical Media Making (Tools). 4 Units.**
This course is an introduction to the equipment, technologies, and applications of the allied arts of digital media and live performance. Through lectures, hands-on projects, and discussion, students will become familiar with the basic processes of working in digital and real world environments. Required for Media X majors.

**MEDX 013. Media Literacies. 4 Units.**
Students will be introduced to different ways of reading and analyzing media objects, learning to discern the conditions and limits of various media from multiple vantage points and methodological frameworks, including those of political economy, science, ecology, global history, and arts and letters. Students will also undertake various compositional “experiments” that will allow them to discover the surprising ways in which we, so far from expressing ourselves through our media, become instead impressed by them.

**MEDX 021. Liveness in a Mediated Age. 4 Units.**
Blending theory and history with hands-on experiments in the arts, this course introduces students to the importance of liveness in a mediated age. The digital and social media revolutions have transformed the ways in which live performance is inspired, created, and shared. This course examines both the historic roots of performance and its increasingly intermedial nature. The class also looks at how live performance uses theatrical, cinematic, and digital structures to create content and engage audiences.

**MEDX 089. Practicum. 1-4 Units.**

**MEDX 093. Special Topics. 1-4 Units.**

**MEDX 109. Capstone. 4 Units.**
This course reflects the culmination of study and practice in the Media X major. In addition to refining students’ skills in research, writing, and collaborative and creative work, this course will engage them in thinking critically about individual and collective agency across the new media landscape. The capstone requires that students apply the readings and discussions about what constitutes the ‘digital revolution’ as they produce a research essay and collaborative portfolio project. Prerequisites: MEDX 011; MEDX 013; MEDX 021; Senior Standing.

**MEDX 117. Film Production. 4 Units.**
Students are introduced to the fundamental principles of motion picture production. Emphasis is on visual storytelling and auditory communication through demonstration, hands-on production and critical analysis. Students produce short films in small crews. Some equipment and materials are provided by the school, but approximately $300 should be budgeted for miscellaneous expenses and lab fees. *(FILM, GE2C)*
MEDX 118. Advanced Film Production. 4 Units.
This course is a production course focused on the collaborative process of creating professional-quality film and video content. Students will work in teams to produce short works throughout the semester. The primary focus in this class will be on telling a story visually. Students will learn advanced film production techniques (pre-production, production and post-production) based on current industry practices and standards. This course builds upon the film making knowledge of Introduction to Film Production. Prequisite: MEDX 117.

MEDX 119. Business of Film & Media. 4 Units.
Film and media are both an art and a business – a multi-billion-dollar business. To be successful in today’s film and media industry, students need to possess the business skills necessary to not only secure a hot property, but also navigate the rapidly evolving marketplace. The aim of this class is to give students a thorough overview of the business environment in which film and media productions are financed, developed, produced and distributed. Students will learn the “creative” side of producing for film and media, as well as the current business standards practiced in the industry in multiple formats and across a variety of platforms.

MEDX 187. Internship. 1-4 Units.
MEDX 189. Practicum. 1-4 Units.
MEDX 191. Independent Study. 1-4 Units.
MEDX 193. Special Topics. 1-4 Units.
MEDX 197. Independent Research. 1-4 Units.

Other Media X Courses

ARTS 011. Digital Photography. 3 Units.
This course provides an introduction to the theory, process, and aesthetics of digital photography. Through a series of practical and conceptual assignments, students learn to work with digital cameras and a selection of software for image editing and printing. Students must provide their own digital cameras with fully manual exposure controls. Approximately $150 should be budgeted for other photographic materials that are not supplied by the University. Additional lab fees also apply. (FILM, GE2C)

ARTS 095. Video I. 3 Units.
Video I is an introductory level course teaching the construction of time-based visual narratives. Students will develop projects using camera generated images and time-based software applications. Assignments focus on sequential storytelling, animation, video editing, and thematic development. Students must provide their own digital still cameras for this course. Approximately $100 is needed for other materials and equipment that are not supplied by the University. Additional lab fees apply. (FILM)

ARTS 105. Web Design. 3 Units.
This intermediate level course for studio art and graphic design majors teaches the development of web sites for commercial applications and artist’s portfolios. Emphasis is placed upon effective approaches to the organization and design of web sites for self-promotion, employment, and e-commerce. Lab fees apply. Prerequisite: ARTS 091 or permission of instructor.

ARTS 115. Animation. 3 Units.
This course challenges the student to create interpretive design solutions for complex interactive problems, which rely primarily upon motion and time to communicate visual ideas. Students explore these highly conceptual problems through use of digital technology. The course emphasizes dynamic, thoughtful, and appropriate visual communication solutions. Lab fees apply. Prerequisite: ARTS 091 or permission of instructor.

ASIA 120. Asian Cinemas. 4 Units.
This is an introductory course on Asian films that focuses on how contemporary films from China, Hong Kong, Taiwan, Japan, Korea, Vietnam and India represent their people, re-imagine their cultural identities, and negotiate the local and global, tradition and modernity. Possible topics include the relationship between film and literary/cultural discourses, and traditional aesthetic praxis; different film genres; visual images and cinematic techniques; and various thematic concerns. The course aims to both expand the knowledge of the cinematic and socio-historical contexts of Asian cinemas and to enhance critical thinking. Lectures and readings are in English; all films have English subtitles. (FILM, GE2C)

COMM 131. Media Production. 4 Units.
Practical and theoretical application of audio and video production techniques are covered in this course with an emphasis on aesthetic qualities of sight and sound productions. Some work involves student media facilities. A Lab fee is required. Prerequisite: COMM 031 or permission of instructor. (FILM)

COMP 051. Introduction to Computer Science. 4 Units.
The course emphasizes program design and problem solving techniques that use a high-level programming language. The course introduces basic concepts such as assignment, control flow, iteration, and basic data structures in addition to a supervised lab. Credit for this course is not given if a student has credit for COMP 061. Prerequisite: Fundamental Math Skills requirement. (GE3B)

ENGL 031. Aesthetics of Film. 4 Units.
This course introduces the principles of artistic expressiveness of films; lighting, color, camera, composition, space, movement, image, setting and sound. Attention is also given to narrative techniques and editing styles. This course explores such theories as realism, formalism, surrealism, Marxism, psychoanalysis and gender theory. Both American and foreign films are viewed and discussed. (FILM, GE2C)

ENGL 115. Screenwriting. 4 Units.
In this comprehensive course, students study the art and craft of short subject and feature film screenwriting, including, but not limited to: theme, plot, story, structure, characterization, format, and dialogue via writing, lecture, discussion, close analysis, and instructor-peer critique. Time is spent not only on idea generation and visual storytelling, but on how to meaningfully connect with the audience. Students are required to write: two short film treatments (one original and one adaption), a short film script, a detailed film treatment, and the first 10+ pages of a feature film screenplay. (FILM)

ENGL 124. Film History. 4 Units.
This course is a comprehensive look at the history of cinema, from its beginnings in Europe and America, through the emergence of national cinematic traditions and the classical period tied to the Hollywood studio system, and concluding with current transnational developments. This course includes screening and analysis of significant American and international films. (FILM)
ENGL 131. Shakespeare. 4 Units.
Eight to ten of Shakespeare’s plays, are studied from a variety of critical perspectives, such as the historical, psychological, philosophical, formalist, cultural and theatrical approaches. Selections are examined from each major genre (comedy, tragedy, history). Specific plays vary from term to term; the reading list may include such works as Twelfth Night, The Tempest, King Lear, Macbeth, Richard II, Henry IV (Parts One and Two) and Henry VIII. (DVSY, FILM, GE2A, GEND)

RELI 039. Introduction to Digital Humanities. 4 Units.
We humans often turn to literature and the arts as we seek meaning, beauty and connection in our lives. Poetry, art, religion, philosophy, literature, theatre, and film all speak to this human yearning. Have you ever felt like a song was “your” song? Have you ever wondered why people of a different religion believe or do something differently than you? Did you ever debate with a friend about an ethical question? Now how many of these moments occurred online or were inspired by an event online - music video, a Facebook conversation, a blog. Increasingly, we have turned to technology to create and to discuss the arts and the humanities (poetry, art, religion, philosophy, literature, theatre, film, etc.). How might we use computers and digital media to make new discoveries in the arts and humanities? How might we use digital methods to communicate or share our explorations of what it means to be human? This collaborative, project-based course will introduce students to various methodologies in digital humanities, to the use of technology to publish research and creative work digitally, and to critical questions about digital technology and society. (GE3C)

SPAN 114. Cine hispano/Hispanic Film. 4 Units.
A study of the development of Latin American or Peninsular cinema through the analysis of themes, styles, and cinematic techniques. Themes include Latin American women film directors or films of Pedro Almodovar, among others. The course is taught in Spanish. Films in Spanish have English subtitles. The course is occasionally offered in English. (FILM, GE2C, GEND)

THEA 031. Stage Makeup Fundamentals. 2 Units.
Students study essentials of makeup for stage, including basics of makeup application, color theory, etc. Class projects include two-dimensional and three-dimensional techniques, cross-gender and stylized makeup designs. Students learn to apply makeup on themselves and, through service hours to Theatre Arts productions, on others. (FILM)

THEA 033. Theatrical Design Fundamentals. 4 Units.
In this lecture and demonstration course, students study the theory and application of the fundamental principles of theatre design, covering costumes, lights, and scenery. Topics include color theory, sketching, drafting, rendering, script analysis, model-building, research, and historical analysis. Assignments also include hands-on work in the Scene Shop and Costume Shop.

THEA 071. Beginning Acting. 3 Units.
This course introduces students to the theories and techniques of acting. Fundamental skills of acting are explored through exercises, character analysis, scene study, and improvisation, based on the theories of Konstantin Stanislavsky. This course satisfies a G.E. II-C requirement. (FILM, GE2C)

THEA 073. Acting for the Camera. 4 Units.
The course will explore acting theory and practice as they pertain to the art and craft of acting for the camera. Students will perform scenes and monologues, which will be recorded on video for study and critique, as well as acting exercises. This course will introduce the student to the techniques, skills, and vocabulary required for acting for the camera. Students will be introduced to performing on camera working with scripts from plays, feature films, and television shows. The students will be on camera very frequently. Upon completion of this course the student will know the basic techniques of acting for the camera. Students will know what to expect when they walk onto a film/TV set or location. They will also know basic camera, lighting, audio, and non-linear video editing techniques.

THEA 115. What’s Past is Prologue: Practice and Perspective in Theatre History II. 4 Units.
This course examines our theatrical inheritance and how theatre has been conceived and utilized historically. By looking comparatively at theatrical works from 1800 to present, we will discover how theatre practices reflect the societies from which they emerge; how theatrical traditions and aesthetics change over time; and how the diversity of what is called “theatre” in the present day arises from a wide array of performance practices, time periods, and cultures. This course fulfills the GE IIA general education breadth requirement in language and literature as well as the diversity requirement. (DVSY, GE2A)