

MEDIA & ENTERTAINMENT (MAE)

A grade of C or better is required for prerequisite courses.

MAE 101 Media & Society (GT-SS3) 3(3-0)

Fall, Spring.

Survey course that examines the historical, sociological, economic, technological, and ethical foundations of mediated communication from a social scientific perspective.

Prerequisite: None.

Corequisite: None.

Registration Information: None.

(Gen Ed: SS, GT-SS3)

MAE 140 Introduction to Film 3(3-0)

Spring.

Provides an introduction to the study of film as an art form and a medium of cultural communication. It is a survey of the major developments, movements, and critical approaches in cinema.

Prerequisite: None.

Corequisite: None.

Registration Information: None.

MAE 210 Hispanic, Chicanx, & Indigenous Media 3(3-0)

As Needed.

The historical and cultural implications of the mass media's portrayal of Hispanic, Chicanx, and Indigenous communities and the extent of their media participation from colonial to contemporary times.

Prerequisite: None.

Corequisite: None.

Registration Information: None.

MAE 211 (WS 211) Women & Media 3(3-0)

Fall.

The historical and cultural implications of the mass media's portrayal of women and the extent of their media participation from colonial to contemporary times.

Prerequisite: None.

Corequisites: None.

Registration Information: None.

MAE 220 Professional Media Writing 3(3-0)

Fall, Spring.

A foundational course examining professional fact-finding, reporting and writing techniques across the primary forms of media (print, broadcast, and online).

Prerequisite: ENG 101.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 230 Sound, Radio, & Podcasting Essentials 3(3-0)

Fall, Spring.

An introductory course examining audio technology and recording techniques as they apply to radio and podcasting production. Students receive instruction and hands-on experience utilizing professional-grade studio equipment.

Prerequisite: ARC 174.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 240 Film & Video Essentials 3(3-0)

Fall, Spring.

An introductory video course designed to provide students with an overview of field and studio production including terminology, positions, cameras, lighting, editing, and distribution.

Prerequisite: ARC 174.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 251 Gaming & Immersive Media Essentials 3(3-0)

As Needed.

An introduction to gaming and interactive technologies and platforms through hands-on experience with fundamental coding for websites, gaming, immersive, and interactive media.

Prerequisite: ARC 174.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 301 Theories & Research in Media 3(3-0)

As Needed.

Application of theories to mass communication and media problems. Nature of the communication process in groups and between mass media and audiences. Contribution of theoretical concepts to solving specific problems.

Prerequisite: MAE 101.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 302 Audience Research & Advertising 3(3-0)

As Needed.

This course examines audience research methods and how advertisers plan and buy across media platforms to reach their target audience.

Prerequisite: MAE 101.

Corequisite: None.

Registration Information: None.

MAE 305 Scriptwriting 3(3-0)

As Needed.

Various short-form and long-form scriptwriting styles and standards are introduced for radio, podcasting, television, streaming, and film.

Prerequisite: ENG 101.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 306 Media Performance 3(3-0)

As Needed.

Students learn how to use their voice and image effectively across a variety of productions including voiceover, live remotes, on-air broadcasting, podcasting, television and video, vodcasting, and hosting/emcee work.

Prerequisite: None.

Corequisite: None.

Registration Information: None.

MAE 310 Evolution of Media & Creative Technologies 3(3-0)

As Needed.

From the first printing press to deep learning smart machines, this class explores the evolution of media and technologies as they relate to message delivery and creative expression.

Prerequisite: None.

Corequisite: None.

Registration Information: None.

MAE 311 (WS 311) Gender & Film 3(3-0)

As Needed.

A discussion course which examines gender roles in theatrical and documentary film while considering the perspective of producers, actors and spectators and salient film theories.

Prerequisite: None.

Corequisite: None.

Registration Information: None.

MAE 320 Reporting & Copy Writing 3(3-0)

As Needed.

Students further hone their reporting, interviewing, editing and writing skills across a range of traditional media (print, broadcast and digital) by studying and getting hands-on experience in long-form storytelling.

Prerequisite: ART 274 and MAE 220 and MAE 230 and MAE 240.

Corequisite: None.

Registration Information: ART 274 and MAE 230 and MAE 240 highly recommended prerequisites, but may be taken concurrently.

MAE 321 Data Journalism & Visualization 3(3-0)

As Needed.

Students grow their data mining and investigative skills and their understanding of the importance of visual communication across media, introductory photojournalism and graphic creation.

Prerequisite: ART 274 and MAE 220 and MAE 230 and MAE 240.

Corequisite: None.

Registration Information: MAE 230 and MAE 240 highly recommended prerequisites, but may be taken concurrently.

MAE 322 Photojournalism 3(3-0)

As Needed.

Students are introduced to photography as a journalistic medium and hone their skills as visual storytellers across subjects, including ethical image creation and editing for print, broadcast and digital media.

Prerequisite: MAE 220.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 330 Sound Recording & Technology 3(3-0)

As Needed.

Multitrack recording and production concepts relevant to the role of a sound engineer are explored. Topics include microphone theory, consoles, technical standards, dynamic processing, effects, and digital audio theory.

Prerequisite: ART 274 and MAE 220 and MAE 230 and MAE 240.

Corequisite: None.

Registration Information: ART 274 and MAE 220 and MAE 240 highly recommended prerequisites, but may be taken concurrently.

MAE 332 Critical Listening & Analysis 3(3-0)

As Needed.

This course is designed to provide students with the requisite theory and practical experience in applying listening and analytical skills to professional works of sound from the perspective of the sound engineer.

Prerequisite: MAE 230.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 333 Sound Reinforcement 3(3-0)

As Needed.

An introduction to the theory, equipment, and management of live productions. Topics include sound reinforcement system technology, installation and operation, stage types, installation techniques, and design consideration.

Prerequisite: MAE 230.

Corequisite: None.

Registration Information: None.

MAE 334 MIDI & Synthesis 3(3-0)

As Needed.

Students explore the fundamental principles and application of MIDI and audio synthesis as a foundation for beat-making, music, and sonic art.

Prerequisite: None.

Corequisite: None.

Registration Information: None.

MAE 335 Advanced Radio & Podcasting 3(3-0)

As Needed.

Advanced study and application of the theories and techniques used in the production cycle. Students engage in the recording, editing and production of advanced multi-track sessions as it applies to radio and podcasting.

Prerequisite: MAE 230.

Corequisite: None.

Registration Information: None.

MAE 340 Advanced Film & Video Production 3(3-0)

As Needed.

Advanced study and application of the theories and techniques used in the production of film and video. Students expand their skill set and are required to critically research and effectively produce high quality productions.

Prerequisite: ART 274 and MAE 220 and MAE 230 and MAE 240.

Corequisite: None.

Registration Information: ART 274 and MAE 220 and MAE 230 and MAE 240 highly recommended prerequisites, but may be taken concurrently.

MAE 341 Film & Video Post Production 3(3-0)

As Needed.

This course focuses on post-production for video and film with an emphasis on advanced editing techniques, effects, color, and professional delivery formats using non-linear editing software and equipment.

Prerequisite: ART 274 and MAE 220 and MAE 230 and MAE 240.

Corequisite: None.

Registration Information: ART 274 and MAE 220 and MAE 230 and MAE 240 highly recommended prerequisites, but may be taken concurrently.

MAE 351 Web Design & Development 3(3-0)

As Needed.

A comprehensive overview of website development through hands-on development of an interactive website.

Prerequisite: MAE 251.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 352 Game Design & Development I 3(3-0)

As Needed.

This project-based course explores the fundamental concepts of game design and development. Students work individually and in teams to design, implement and test a game.

Prerequisite: ART 274 and MAE 251.

Corequisite: None.

Registration Information: None.

MAE 360 Sports Reporting 3(3-0)

As Needed.

A specialized advanced journalism course addressing the interpretation and reporting of sports-based stories, information, and statistics to create professional sports articles and multimedia packages.

Prerequisite: MAE 320.

Corequisite: None.

Registration Information: None.

MAE 361 Sportscasting & Gameday Announcing 3(3-0)

As Needed.

This course examines the role of the sportscaster, shoutcaster, and public address announcers in professional gameday environments. Students learn and practice and how to execute a successful performance for various media.

Prerequisite: ART 274 and MAE 220 and MAE 230 and MAE 240.

Corequisite: None.

Registration Information: ART 274 and MAE 220 and MAE 230 and MAE 240 highly recommended prerequisites, but may be taken concurrently.

MAE 370 Social Media & Online Strategies 3(3-0)

As Needed.

An overview of social media and online platforms examining current technologies, trends, production and distribution strategies, consumption, data analysis, and ethical considerations.

Prerequisite: None.

Corequisite: None.

Registration Information: None.

MAE 371 Public Relations 3(3-0)

As Needed.

Seminar emphasizing tactics and strategies of branding, advertising planning, utilizing media techniques, marketing posture and creative media buying.

Prerequisite: MAE 320.

Corequisite: None.

Registration Information: None.

MAE 372 Branding & Advertising 3(3-0)

As Needed.

Seminar emphasizing tactics and strategies of branding, advertising planning, utilizing media techniques, marketing posture and creative media buying.

Prerequisite: MAE 220.

Corequisite: None.

Registration Information: None.

MAE 380 The Business of Media, Entertainment, & the Arts 3(3-0)

As Needed.

This course explores the business aspects and management functions unique to creative and arts-based organizations and individuals.

Prerequisite: None.

Corequisite: None.

Registration Information: None.

MAE 381 Creative Careers & Talent Management 3(3-0)

As Needed.

This course provides an opportunity for understanding best practices and strategies for managing creative talent from the music business perspective and applying concepts to other sectors of the media, arts, & entertainment.

Prerequisite: MAE 101.

Corequisite: None.

Registration Information: None.

MAE 382 Concerts, Festivals, & Events 3(3-0)

As Needed.

This course covers legal, commercial and managerial aspects of domestic and international live entertainment events, with an emphasis on concerts and festivals.

Prerequisite: MAE 101.

Corequisite: None.

Registration Information: None.

MAE 401 Law, Ethics, & Regulation of Media 3(3-0)

As Needed.

This course examines the laws, regulations, and ethical considerations of media and entertainment industries in the United States.

Prerequisite: MAE 101.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 405 Screenwriting 3(3-0)

As Needed.

An advanced course on script writing across genres for long-form productions.

Prerequisite: ENG 101 and MAE 240.

Corequisite: None.

Registration Information: None.

MAE 420 Advanced Reporting 3(3-0)

As Needed.

Students working in teams will deep dive into a social issue of their choice and use the breadth of their skills to complete a multimedia investigation. Classes will be conducted in the classroom and in the field.

Prerequisite: ARC 310 or MAE 320.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 421 Public Affairs & Political Reporting 3(3-0)

As Needed.

Students delve into the world of political reporting, covering debates, keeping up with breaking news from the political campaign and presenting stories in a fair and balanced manner. Special sessions for events will be held.

Prerequisite: ARC 310 or MAE 320.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 422 Community & Activist Journalism 3(3-0)

As Needed.

In this advanced reporting, hands-on seminar, students explore the role that media plays in the maintenance of a fiscally and culturally healthy community. Course work will be split between the classroom and in the field.

Prerequisite: ARC 310 or MAE 320.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 431 Sound for Picture 3(3-0)

As Needed.

This course focuses on location & studio multitrack sound production techniques for television, streaming, & film. Topics include location & field recording, music selection, Foley, ADR, mixing, surround sound, & sync.

Prerequisite: ARC 310 or ART 274 or MAE 220 or MAE 230 or MAE 240.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 434 Game Sound Design 3(3-0)

As Needed.

An advanced sound course that explores the theoretical and applied aspects of sound in video games through conceptualization, recording, mixing, and coding for immersive environments.

Prerequisite: ARC 310 or ART 274 or MAE 220 or MAE 230 or MAE 240.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 440 Multi Camera Production 3(3-0)

As Needed.

An advanced production course focusing on multi camera live production terminology, roles, techniques, and practice.

Prerequisite: ARC 310 or ART 274 or MAE 220 or MAE 230 or MAE 240.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 441 Directing & Producing 3(3-0)

As Needed.

Students learn the complex roles and responsibilities of the producer and director in media productions.

Prerequisite: ARC 310 and ART 274 and MAE 220 and MAE 230 and MAE 240.

Corequisite: None.

Registration Information: None.

MAE 442 Documentary Production 3(3-0)

As Needed.

Advanced production course about non-fiction formats. The course combines theory, history, and production aesthetics specific to television documentary with the opportunity to produce a documentary.

Prerequisite: ARC 310 or ART 274 or MAE 220 or MAE 230 or MAE 240.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 443 Virtual Reality (VR) Production 3(3-0)

As Needed.

An exploration of the concepts, philosophies, and techniques to produce immersive video and audio content for use in virtual (VR), augmented (AR), and/or mixed (MR) realities.

Prerequisite: ARC 310 or ART 274 or MAE 220 or MAE 230 or MAE 240.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 452 Game Design & Development II 3(3-0)

As Needed.

This project-based course expands on the concepts of game design and development. Students design a game using advanced multimedia assets, game theory, and coding.

Prerequisite: MAE 352.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 460 Sports & Esports Production 3(3-0)

As Needed.

This course focuses on sports and esports production techniques, technologies, workflow, and roles. Students learn how to produce a sports-based event from pre-production to gameday to post-mortem review and critique.

Prerequisite: ARC 310 or ART 274 or MAE 220 or MAE 230 or MAE 240.

Corequisite: None.

Registration Information: Permission of instructor.

MAE 470 Image & Influencers 3(3-0)

As Needed.

This course focuses on image brand management and strategies for developing an influential presence online. Emphasis is placed on the practical application of multimedia image branding content across social platforms.

Prerequisite: MAE 370.

Corequisite: None.

Registration Information: None.

MAE 471 Crisis Communications 3(3-0)

As Needed.

This course focuses on corporate crisis and issues management. Emphasis is placed on practical application of crisis communications theory and real-life case studies.

Prerequisite: ARC 310 and MAE 370.

Corequisite: None.

Registration Information: None.

MAE 472 Nonprofit Organizations & Communication 3(3-0)

As Needed.

A seminar course using cooperative teaching that integrates theory and practice to examine the basic elements of nonprofit organizations from economic, political, and social perspectives.

Prerequisite: ARC 310 and MAE 371.

Corequisite: None.

Registration Information: None.

MAE 475 Strategic Communication Campaigns 3(3-0)

As Needed.

The course examines the organization, structure, components and preparation of an integrated communication campaign focusing on advertising, public relations, sales promotion and direct response.

Prerequisite: None.

Corequisite: None.

Registration Information: None.

MAE 480 Copyright, Licensing, & Publishing 3(3-0)

As Needed.

Course presents a historical and legal context necessary for understanding intellectual property rights in the media, entertainment, and arts industries.

Prerequisite: None.

Corequisite: None.

Registration Information: None.

MAE 490 Special Projects (1-3 V)

As Needed.

Special Projects affords students the opportunity to concentrate for a semester on the intensive production of a professional, tangible product.

Prerequisite: None.

Corequisite: None.

Registration Information: None.

MAE 491 Special Topics (1-3 V)

As Needed.

Special Topics allows students to explore a specific theme or issue in the field of media and entertainment.

Prerequisite: None.

Corequisite: None.

Registration Information: None.

MAE 493 Seminar (1-3 V)

As Needed.

This course introduces topics in a seminar format that are not offered as part of the standard curriculum.

Prerequisite: None.

Corequisite: None.

Registration Information: None.

MAE 494 Field Experience (1-3 V)

As Needed.

Experiential learning opportunity provided by an organization with a mentoring component.

Prerequisite: None.

Corequisite: None.

Registration Information: None.

MAE 495 Independent Study (1-3 V)

As Needed.

This course provides an opportunity for the student who wishes to undertake a well-defined, independent project under the guidance of a faculty member of his or her own choosing.

Prerequisite: None.

Corequisite: None.

Registration Information: None.

MAE 498 Internship (1-3 V)

As Needed.

Provides professional experience in a variety of media and entertainment environments, including large corporations, media outlets, educational institutions, non-profit agencies and others.

Prerequisite: None.

Corequisite: None.

Registration Information: None.

MAE 499 Senior Capstone Seminar 2(2-0)

As Needed.

The pinnacle course designed to prepare students for the professional world through a series of mini-workshops. Students evaluate their position and work towards refining their career goals.

Prerequisite: ARC 310 and ART 274 and MAE 220 and MAE 230 and MAE 240.

Corequisite: None.

Registration Information: None.