

# CREATIVE INDUSTRY ESSENTIALS, CERTIFICATE

Through the School of Creativity + Practice, students can enhance their degree with a 12-hour multidisciplinary certificate in Creative Industry Essentials. The certificate is designed to provide an introduction to the tools and techniques commonly found in the creative industries. Students are given the flexibility to customize their certificate by choosing any four courses out of a list of options from the departments within the School of Creativity + Practice.

## Program Goals

1. Offer a marketable and professionally credible program.
  - Provide a comprehensive foundation of media and entertainment theory and practice.
  - Emphasize writing and multimedia production as strategic and professional communication.
  - Emphasize personal ethics and professional ethics codes.
  - Ensure curriculum meets standards of the professions represented.
2. Provide a student-centered experience for learning and advising.
  - Create a proactive student-faculty advising experience.
  - Create a collaborative department culture.
  - Recognize student accomplishments and outstanding performance.
3. Create an applied learning environment with cutting-edge technology.
  - Provide practical opportunities for all Media & Entertainment majors.
  - Offer a full range of internships at the junior and senior level.
  - Provide technology for pedagogical and professional purposes.
  - Create experiential courses that are interactive, applied, and project-oriented.
4. Maintain a reputation for excellence.
  - Maintain alumni relationships through an online database, guest speakers, active program advisory board, and professional networking.
  - Conduct graduating senior surveys every semester and alum surveys every five years.
  - Serve as mentors and role models for current students and alumni.

## Student Learning Outcomes

Based on Department Goal 1: Offer a marketable and professionally credible program:

1. Students will display critical thinking skills, conveying complex ideas related to current issues and ethical expectations of mass media, entertainment, and related disciplines.
2. Students will communicate with clarity and organization utilizing the proper format, writing mechanics, and audience focus, in a manner that is professionally competitive for an entry-level position in the discipline.

3. Students will demonstrate technological expertise related to the specific concentration area that is professionally competitive for an entry-level position in their discipline.
4. Students will demonstrate command of subject, organization of thoughts, and skill at communication in front of an audience.

## Outcomes Assessment Activities

Student success is measured through a variety of methods that include classroom writing samples, portfolios of student work, practicum and professional internship evaluations, exit interviews, student employment upon graduation, and alumni feedback.

## Specific Program Requirements

Course	Title	Credits
<b>Choose 12 hours from the following:</b>		
MAE 230	Sound, Radio, & Podcasting Essentials	3
MAE 240	Film & Video Essentials	3
MAE 251	Gaming & Immersive Media Essentials	3
ART 274	Art & Design Essentials	3
ART 276	Photography: Creative Lighting	3