

Major in Creative Media Production
 Bachelor of Science
 Emphasis in Corporate Media
 A complete 8-semester degree plan is available at
<http://registrar.astate.edu/>.

University Requirements:	
See University General Requirements for Baccalaureate degrees (p. 42)	
First Year Making Connections Course:	Sem. Hrs.
UC 1013, Making Connections	3
General Education Requirements:	Sem. Hrs.
See General Education Curriculum for Baccalaureate degrees (p. 85)	35
Students with this major must take the following: CMAC 1003, Mass Communications in Modern Society COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)	
Major Requirements:	Sem. Hrs.
GCOM 1813, Introduction to Digital Publishing	3
MDIA 2023, Media Aesthetics	3
MDIA 2033, Writing for Creative Media I	3
MDIA 2123, Audio Production I	3
MDIA 2223, Video Production I	3
MDIA 3323, Media Analytics and Data Visualization	3
MDIA 3413, Writing for Creative Media II	3
MDIA 4123, Media Management and Entrepreneurship	3
MDIA 4363, Multimedia Storytelling	3
MDIA 4812, Media Portfolio	2
Sub-total	29
Emphasis Area (Corporate Media):	Sem. Hrs.
MDIA 1011, Experiential Media I	1
MDIA 3011, Experiential Media II	1
MDIA 3123, Audio Production II	3
MDIA 3223, Video Production II	3
MDIA 3233, Video Production III	3
MDIA 4353, Corporate Media Production	3
MDIA 4473, Media Production Practicum	3
Sub-total	17
Electives:	Sem. Hrs.
Upper-level MDIA electives	6
Electives	30
Sub-total	36
Total Required Hours:	120

Major in Creative Media Production

Bachelor of Science
Emphasis in Sports Media

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First Year Making Connections Course:	Sem. Hrs.
UC 1013, Making Connections	3
General Education Requirements:	Sem. Hrs.
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Students with this major must take the following: CMAC 1003, Mass Communications in Modern Society COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)	
Major Requirements:	Sem. Hrs.
GCOM 1813, Introduction to Digital Publishing	3
MDIA 2023, Media Aesthetics	3
MDIA 2033, Writing for Creative Media I	3
MDIA 2123, Audio Production I	3
MDIA 2223, Video Production I	3
MDIA 3323, Media Analytics and Data Visualization	3
MDIA 3413, Writing for Creative Media II	3
MDIA 4123, Media Management and Entrepreneurship	3
MDIA 4363, Multimedia Storytelling	3
MDIA 4812 Media Portfolio	2
Sub-total	29
Emphasis Area (Sports Media):	Sem. Hrs.
MDIA 1011, Experiential Media I	1
MDIA 3011, Experiential Media II	1
MDIA 3123, Audio Production II	3
MDIA 3223, Video Production II	3
MDIA 3233, Video Production III	3
MDIA 3573, Sports Production	3
MDIA 4563, Sports Programming	3
MDIA 4573, Sportscasting	3
Sub-total	20
Electives:	Sem. Hrs.
Upper-level MDIA electives	6
Electives	27
Sub-total	33
Total Required Hours:	120

Major in Creative Media Production

Bachelor of Science

Emphasis in Graphic Communication

A complete 8-semester degree plan is available at <http://registrar.astate.edu/>.

University Requirements:	
See University General Requirements for Baccalaureate degrees (p. 42)	
First Year Making Connections Course:	Sem. Hrs.
UC 1013, Making Connections	3
General Education Requirements:	Sem. Hrs.
See General Education Curriculum for Baccalaureate degrees (p. 85)	35
Students with this major must take the following: CMAC 1003, Mass Communications in Modern Society COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)	
Major Requirements:	Sem. Hrs.
GCOM 1813, Introduction to Digital Publishing	3
MDIA 2023, Media Aesthetics	3
MDIA 2033, Writing for Creative Media I	3
MDIA 2123, Audio Production I	3
MDIA 2223, Video Production I	3
MDIA 3323, Media Analytics and Data Visualization	3
MDIA 3413, Writing for Creative Media II	3
MDIA 4123, Media Management and Entrepreneurship	3
MDIA 4363, Multimedia Storytelling	3
MDIA 4812 Media Portfolio	2
Sub-total	29
Emphasis Area (Graphic Communication):	Sem. Hrs.
GCOM 2673, Digital Prepress Workflow	3
MDIA 3043, Basic Digital Photography	3
MDIA 3373 Introduction to Internet Communications	3
GCOM 3603, Graphic Production Systems	3
GCOM 3673, Desktop Publishing and Publication Design	3
GCOM 4643, Graphic Communications Management Seminar	3
CMAC 4063 Internship	3
Sub-total	21
Electives:	Sem. Hrs.
Upper-level MDIA electives	6
Electives	26
Sub-total	32
Total Required Hours:	120

Department of Media Certificates

Corporate Media Certificate

Required Courses:	Sem. Hrs.
MDIA 2223 Video Production I	3
MDIA 3223 Video Production II	3
MDIA 4353 Corporate Media Production	3
MDIA 4483 Broadcast Graphics	3
Total Required Hours:	12

Sports Production Certificate

Required Courses:	Sem. Hrs.
MDIA 2123 Audio Production I	3
MDIA 2223 Video Production I	3
MDIA 3573 Sports Production	3
MDIA 4573 Sportscasting	3
Total Required Hours:	12

Graphic Communication Certificate

Required Courses:	Sem. Hrs.
GCOM 1813 Introduction to Digital Publishing	3
GCOM 2673 Digital PrePress Workflow	3
GCOM 3673 Desktop Publishing and Publication Design	3
GCOM 4643 Graphic Communications Management Seminar	3
Total Required Hours:	12

Media Ministry Certificate

Required Courses:	Sem. Hrs.
MDIA 2223 Video Production I	3
MDIA 3673 Seminar in Digital Media and Design	3
MDIA 3443 Media Ministry	3
MDIA 4483 Broadcast Graphics	3
Total Required Hours:	12

***** NOTE *****

The following minors are no longer being offered as of Fall 2019:

Minor in Creative Media Production
Minor in Graphic Communication
Minor in Sports Media

Corporate Media Emphasis		
Freshman Fall Semester (16 Hours)	Freshman Spring Semester (16 Hours)	Hours
First Year Experience (3) Composition I (3) Mass Communication Modern Society (3) Media Aesthetics (3) Experiential Media I (1) Intro to Digital Publishing (3)	Composition II (3) Oral Communication (3) Biology with Lab (4) Writing for Creative Media I (3) Video Production I (3)	32
Sophomore Fall Semester (16 Hours)	Sophomore Spring Semester (16 Hours)	
Fine Arts (3) Math (3) Social Science (3) Audio Production I (2) Video Production II (3) Experiential Media II (1)	Physical Science with Lab (4) Social Science (3) Video production III (3) Audio Production II (3) Literature/Philosophy/Sociology/Psychology (3)	32
Junior Fall Semester	Junior Spring Semester	
Multimedia Storytelling (3) Writing for Creative Media II (3) Upper Level CMP Electives (3) Upper Level Electives (6)	Media Analytics (3) Corporate Media (3) Upper Level CMP Electives (3) Upper Level Electives (6)	30
Senior Fall Semester	Senior Spring Semester	
Media Production Practicum (3) Upper Level Electives (9)	Media Portfolio (2) Management/Entrepreneurship (3) Upper Level Electives (9)	26

Sports Media Emphasis		
Freshman Fall Semester (16 Hours)	Freshman Spring Semester (16 Hours)	Hours
First Year Experience (3) Composition I (3) Mass Communication Modern Society (3) Media Aesthetics (3) Experiential Media I (1) Intro to Digital Publishing (3)	Composition II (3) Oral Communication (3) Biology with Lab (4) Creative Media Writing I (3) Video Production I (3)	32
Sophomore Fall Semester (16 Hours)	Sophomore Spring Semester (16 Hours)	
Fine Arts (3) Math (3) Social Science (3) Audio Production I (3) Video Production II (3) Experiential Media II (1)	Physical Science with Lab (4) Social Science (3) Video production III (3) Audio Production II (3) Literature/Philosophy/Sociology/Psychology (3)	32
Junior Fall Semester	Junior Spring Semester	
Multimedia Storytelling(3) Sportscasting (3) Upper Level CMP Electives (3) Writing for Creative Media II (3) Upper Level Electives (3)	Media Analytics (3) Sports Production (3) Upper Level CMP Electives (3) Upper Level Electives (6)	30
Senior Fall Semester	Senior Spring Semester	
Sports Programming (3) Upper Level Electives (12)	Media Portfolio (2) Management/Entrepreneurship (3) Upper Level Electives (9)	29

Graphic Communication Emphasis		
Freshman Fall Semester (15 Hours)	Freshman Spring Semester (16 Hours)	Hours
First Year Experience (3) Composition I (3) Mass Communication Modern Society (3) Media Aesthetics (3) Intro to Digital Publishing (3)	Composition II (3) Oral Communication (3) Biology with Lab (4) Digital Prepress Workflow & File creation (3) Video Production I (3)	31
Sophomore Fall Semester (15 Hours)	Sophomore Spring Semester (16 Hours)	
Fine Arts (3) Math (3) Basic Digital Photography (3) Audio Production I (3) Social Science (3)	Physical Science with Lab (4) Social Science (3) Desktop Publishing & Publication Design (3) Creative Media Writing I Literature/Philosophy/Sociology/Psychology (3)	31
Junior Fall Semester (15 Hours)	Junior Spring Semester (15 Hours)	
Introduction to Internet Communications (3) Writing for Creative Media II (3) Upper Level CMP Electives (3) Upper Level Electives (6)	Media Analytics (3) Multimedia Storytelling (3) Graphic Production Systems (3) Upper Level Electives (6)	30
Senior Fall Semester (15 Hours)	Senior Spring Semester (13 Hours)	
Media Production Practicum (3) GCOM Management Seminar (3) Upper Level Electives (9)	Media Portfolio (2) Management/Entrepreneurship (3) Upper Level Electives (5) Internship (3)	28

Old and New Curriculum Level Swaps

OLD (PRIOR TO 2019-20 BULLETIN)

CMAC 1001 Media Grammar and Style
CMAC 2003 Media Writing
CMAC 2053 Intro to Vis Comm
CMAC 3001 Professional Seminar
CMAC 4073 Comm Law and Ethics
MDIA 2313 Multimedia Production
MDIA 3053 Sports Reporting
MDIA 3313 Audio and Video Production
MDIA 3343 Advanced Audio Production
MDIA 3353 Field and Post Production
MDIA 3363 Comm Research
MDIA 3373 Introduction to Internet Comm
MDIA 3403 Screenwriting for Narrative
MDIA 3503 Cinematography, Lighting/Editing
MDIA 3673 Seminar in Digital Media & Design
MDIA 4303 Advanced Film
MDIA 4383 Advanced Television Production
60 or more completed hours
90 or more completed hours

NEW (2019-20 BULLETIN)

Elective Credit
MDIA 2033 Writing for Creative Media I
MDIA 2023 Media Aesthetics
Elective Credit
Elective Credit
MDIA 2123 Audio Production I
Elective Credit
MDIA 2223 Video Production I
MDIA 3123 Audio Production II
MDIA 3223 Video Production II
MDIA 3323 Media Analytics and Data
Elective Credit
MDIA 3413 Writing for Creative Media II
MDIA 3223 Video Production II
Elective Credit
MDIA 3233 Video Production III
MDIA 3233 Video Production III
MDIA 1011 Experiential Media I (waived)***
MDIA 3011 Experiential Media II (waived)***

*** if a student has completed 60 or 90 hours for Experiential Media I or II the requirements can be waived. However, those hours (1 or 2) must be made up elsewhere if needed to meet the degree requirements.

REVISED 2/25/19

Creative Media Production New Curriculum FAQ/Talking Points

Question - Why is there a new CMP curriculum?

Answer - Our professional advisory board, consisting of creative media veterans, helps us review our curriculum. We discuss the employment market, emerging trends, and decide how to best offer our majors the most updated and relevant curriculum possible.

Question - What are the major differences about the new major other than the individual course changes?

Answer - The core list of courses has been expanded with more creative media offerings and CMP majors no longer are required to take courses that were/are part of the Multimedia Journalism emphasis. The old Audio-Video and Narrative Media emphases have been combined into a single emphasis because they had so many courses that overlapped and each student will be given opportunities to choose the path they take with course projects. The other two emphasis areas are Graphic Communication and Sports Media. CMP majors also are no longer required to have a minor or take 72 hours outside Media and Communication. More hours can now be taken in Media and majors can also take more courses in Communication like Strat Comm, Social Media, and Advertising.

Question - At what point should a current major decide to switch to the new curriculum or stay with the old one?

Answer - That will need to be determined in consultation with your academic advisor. Generally, those majors with over one year remaining should consider switching to the new curriculum. It is possible that even majors with less than a full year remaining before graduation can switch to the new curriculum depending on which courses remain to be completed.

Question - If I currently have a minor, can I drop my minor and focus entirely on my emphasis area?

Answer - Yes, but if you are close to completing the minor consider doing so since you'll probably take upper level hours. Don't forget that every student must have a minimum of 45 junior/senior level hours, 30 hours at ASU-Jonesboro, overall GPA of at least 2.0, and 18 of the last 24 must be ASU-Jonesboro hours. The new CMP major only provides 36-39 guaranteed upper level hours (depending on emphasis) without taking optional upper level electives.

Question - If I drop my minor, and I have 120 hours, can I graduate under the old bulletin?

Answer - If you meet the major/emphasis and other graduation requirements: 45 junior/senior level hours, 30 hours at ASU-Jonesboro, overall GPA of at least 2.0, and 18 of the last 24 must be ASU-Jonesboro hours.

Question - Can I take courses from the old curriculum that still exist and are offered in addition to the new curriculum courses? For instance, can I take the new Audio Production I course and the old Multimedia Production course?

Answer - Technically yes but you'd be taking much of the same material twice. It would be to your advantage to focus on the new curriculum courses. The older courses that may still exist are most likely being modified for use within the Multimedia Journalism degree.

Question - What happened to the old Professional Development Credits (PDCs) that were required in the production classes?

Answer - Every student must now take Experiential Media I and Experiential II. These two courses replace the individual PDC requirements from different courses. Students moving from an older bulletin to the 2019-2020 bulletin may get credit for one or both of these courses depending on the number of overall hours completed. See the “Old and New Curriculum Level Swaps” page of the new curriculum handout.

Question - Can I take Creative Media Writing I even though I got credit for taking the old Media Writing course since I want more experiences with writing creative content?

Answer - You would have to reject the substitution and take the Creative Media Writing I class and leave the old Media Writing course as elective hours.

Question - Why isn't the 8-semester degree plan printed in the new bulletin being followed?

Answer - Since so many current majors are anticipated to make the switch to the new curriculum some course offerings were modified to better meet the demands. Future semester offerings should more closely reflect the 8-semester degree plan.

Question - Am I prohibited from taking courses in the Multimedia Journalism major as part of my electives?

Answer - No. You will need to see if any prerequisites exist for those courses before registering. Always consult your academic adviser if there is a question.

Question - Do I still have to take 72 hours outside the Media and Communication departments like the old bulletin required?

Answer - No. In addition to the courses required in the Department of Media you are allowed 26-30 general electives (depending on emphasis). These may be in Media and Communication or elsewhere in the university. Just be sure to track your upper level hours so you meet the 45 minimum required for graduation.

Question - What if I have more questions about the new curriculum?

Answer - Ask your academic adviser. If unavailable, and you need an immediate answer, ask a Creative Media faculty member (Dr Bowman, Mr Mishra, Mr Perkins, Mr Pillow, Dr Pitts, Dr Zeng).

Question - What if my current academic adviser is not a member of the CMP faculty?

Answer - Go to a CMP faculty member and ask if they will be your adviser. If so, a simple form can be completed in the Department of Media office that will initiate the adviser change.

Question - I've heard the CMP program will also be offering certificates of proficiency. What are they and how do I complete them?

Answer - A certificate in our area is 12 hours of specific courses. Completing a certificate gives you official recognition that you possess the skills needed to operate in a job environment where this skill set is needed. It broadens your employability options. While taking your degree emphasis, you can use some courses from the degree and take a couple more classes and gain certification in a different area. For instance, a corporate media student could gain a **certificate in either Sports Media, Graphic Communication, or Media Ministry** along with their degree. Likewise, a sports media or graphic communication student could gain a **certificate in Corporate Media**. In fact someone could use the full 30 hours of electives toward two certificates in our area. In addition, there are other certificates across campus such as Strategic communication and Marketing analytics.