



TELEVISION & VIDEO PRODUCTION

DEPARTMENT OF COMMUNICATION STUDIES
AT EASTERN ILLINOIS UNIVERSITY

From concept to completed content, this major teaches the theory and practices of producing televisual, video, and filmic content in narrative, persuasive, and reality-based forms. Students hone their visual, audio, and written communication skills in a variety of media courses and practical experiences in developing, shooting, editing, promoting, and performing in television and video content. From cinematic productions to live broadcasts, this major provides a comprehensive practical overview of all production elements in a wide variety of television, film, and video genres and formats.

WHAT CAREERS CAN I PURSUE WITH A TV AND VIDEO PRODUCTION MAJOR?

- Producer
Note: This term ranges from overseeing the vision and logistics of small and large productions to independently producing corporate video.
- Director
- Editor
- Camera operator
- Audio engineer
- Announcer
- Audio editor
- Showrunner
- Anchor
- Documentarian
- On-air talent
- Filmmaker
- Videographer
- Station general manager
- Lighting technician / designer
- Key grip / grip
- Cinematographer / director of photography
- Publicity / promotions specialist
- Media buyer
- Station manager
- Screenwriter
- Creative (for content creation)
- Broadcast board engineer
- Boom mic operator
- Program director
- Advertising designer
- Media training specialist
- Stage manager
- Art director / set designer
- Production assistant
- Advertising manager
- Brand developer
- Technical director
- Video tape operator
- Commercial photographer
- Location scout
- Video technician
- Television graphics specialist
- Film Festival Organizer/Programmer
- Alternative Media Specialist
- Vlogger
- Wedding Videographer
- Media Educator/Teacher
- Media Consultant
- Multimedia Producer
- Artist
- Program Researcher
(for broadcasting, television and film)
- Media Writer
- Art Director
- Media Analyst
- Music Video Director

REQUIRED COURSEWORK: 39 HRS

- CMN 1500 Television & Video Development
- AET 2123 Introduction to Digital Photography
- THA 2244 Acting I
- CMN 2375 Practical Experience
(1 credit with approved campus shooting/editing organization)
- CMN 2500 Production I
- CMN 2520 Introduction to Mass Communication
- CMN 2550 Audio Production & Voice Work I
(CMN 2500 prerequisite)
- CMN 3030 Promotional Communication
- CMN 3050 Production II *(CMN 2500 prerequisite)*
- CMN 3530 Film Communication
- CMN 3540 Production III *(3050 prerequisite)*
- CMN 4275 Internship and/or CMN 4375 Practicum
(3 hours with WEIU-TV or approved organization)
- CMN 4540 Production IV *(2550 & 3540 prerequisites)*
- CMN 4770 Television Criticism

TV AND VIDEO PRODUCTION ELECTIVES: 12 HRS

(6 + 6) *(see page 2 for courses)*

In addition to taking the required classes above, students will take minimum of 6 hours from one of the Areas of Specialization (Narrative & Creative, Documentary & News, or Commercial & Advertising). These areas provide theory about and practical experiences in the three main types of television, video, and film.

An additional 6 hours of Skills and Interests must also be completed.

TOTAL MAJOR HOURS: 51 HRS

DEPARTMENT OF COMMUNICATION STUDIES

DR. SCOTT WALUS

DIRECTOR OF TELEVISION & VIDEO PRODUCTION PROGRAM

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TELEVISION & VIDEO PRODUCTION @ EIU

AREAS OF SPECIALIZATION: 6 HRS

NARRATIVE & CREATIVE

Focus: Narrative and character-driven television programs, over-the-top episodic content, and filmic content for a variety of channels.

THA 2258 Script Analysis

CMN 2525 Studio Production (*CMN 2500 prerequisite*)

CMN 3570 Topics in Media History (*CMN 2520 prerequisite*)

CMN 4525 Television Genres: Production & Development (*CMN 3050 prerequisite*)

DOCUMENTARY & NEWS

Focus: Both short and long-form reality and actuality-based programming in both the television studio as well as off-line in the field.

CMN 2525 Studio Production (*CMN 2500 prerequisite*)

CMN/JOU 3610 Broadcast News (*CMN 3050 prerequisite*)

CMN/JOU 3620 Advanced Broadcast News (*CMN 3610 prerequisite*)

CMN 4775 Documentary Filmmaking (*CMN 3050 prerequisite*)

COMMERCIAL & ADVERTISING

Focus: Promotional media content in a variety of audiovisual forms from spots to corporate video to branded entertainment.

CMN 2920 Introduction to Public Relations

CMN 3100 Persuasion

CMN 3940 Advertising Theory & Practice

CMN 4420 Mass Media Advertising-Sales (*CMN 2520 prerequisite or permission of instructor*)

SKILLS & INTERESTS: 6 HRS

Note: Courses taken for an Area of Specialization or for a Senior Seminar cannot be double counted.

AET 1363 Introduction to Graphics Technology

AET 3343 Cross Media Technologies

AET 4123 Advanced digital photography

AET 4333 Trends in Digital Media Technology

AET 4353 Multimedia production management

AET 4813 Advanced Cross Media Technologies

AFR 3300 African Cinema

ART 2910 Introduction to Graphic Design

ART 3912 Interactive / Motion Graphics

ART 3922 Interactive / Motion Graphics II

ART 4912 Interactive / Motion Graphics III

CIT 3303 Introduction to Gaming, Animation and Simulation

CIT 3313 3D Modeling for Gaming, Animation and Simulation

CIT 4753 Emerging Video Technologies

CMN 2525 Studio Production (*CMN 2500 prerequisite*)

CMN 3270 Communication and Popular Culture

CMN 3300 Interviewing

CMN 3520 Audio Production & Voice Work II (*CMN 2550 prerequisite*)

CMN 3560 International Communication (*CMN 2520 prerequisite*)

CMN 3570 Topics in Media History (*CMN 2520 prerequisite*)

CMN/JOU 3610 Broadcast News (*CMN 3050 prerequisite*)

CMN/JOU 3620 Advanced Broadcast News (*CMN/JOU 3610 prerequisite*)

CMN 3940 Advertising Theory & Practice

CMN 4420 Mass Media Advertising-Sales

(*CMN 2520 prerequisite or permission of instructor*)

CMN 4450 Electronic Media Profession (*CMN 2520 prerequisite*)

CMN 4500 Topics in Electronic Media Production

(*CMN 2550 or CMN 3050 or permission of instructor*)

CMN 4750 Contemporary Approaches to Mass Communication

(*Completion of CMN 2010, 2040, 3030, 3100 with a grade of "C" or better, and CMN 2520 or graduate standing or permission of instructor*)

CMN 4780 Communication and Culture

CMN 4820 Political Communication

(*Completion of CMN 2010, 2040, 3030, 3100 with a grade of "C" or better*)

EIU 4104G World Film: Language and Culture in Film

EIU 4170G History on Film

EIU 4174G Documentary Film and Society

EIU 4192G Film and Contemporary Society

ENG 2000 Introduction to Creative Writing

ENG 4904 Studies in Film

FLM 2759G History of Cinema

THA 2005 Stage Makeup

THA 3344 Scene & Character Study

THA 3345 Directing

THA 3754 Theatre and Film