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

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

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
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 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

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