



TELEVISION & VIDEO PRODUCTION

BACHELOR OF ARTS

SCHOOL OF COMMUNICATION & JOURNALISM

From concept to completed content, the Television and Video Production major teaches the theory and practice 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 that focus on 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 & VIDEO PRODUCTION DEGREE?

- Producer
- Director
- Editor
- Camera operator
- Audio engineer
- Announcer
- Audio editor
- Showrunner
- 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

REQUIRED COURSEWORK: 39 HRS

CMN 1500 - Television & Video Development
DGT 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 3030 - Promotional Communication
CMN 3050 - Production II
CMN 3530 - Film Communication
CMN 3540 - Production III
CMN 4275 - Internship

OR

CMN 4375 - Practicum (*3 hours with WEIU-TV or approved organization*)

CMN 4540 - Production IV

CMN 4770 - Television Criticism

ELECTIVES: 12 HRS (6+6)

Students take a minimum of 6 hours from one of the Areas of Specialization (Narrative & Creative, Documentary & News, or Commercial & Advertising).

Students also select 6 hours from the Skills & Interests section which adds additional theoretical and technical development in a chosen area of production. Please see the back of this document for elective areas and classes.

TOTAL HOURS: 51 HRS

SCHOOL OF COMMUNICATION & JOURNALISM

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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 3075 - Television Studio Production
CMN 3570 - Topics in Media History
CMN 4525 - Television Genres: Production & Development

DOCUMENTARY & NEWS

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

CMN 3075 - Television Studio Production
CMN/JOU 3610 - Broadcast News
CMN/JOU 3620 - Advanced Broadcast News
CMN 4775 - Documentary Filmmaking

COMMERCIAL & ADVERTISING

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

CMN 3930 - Message Strategies and Influence
CMN 3100 - Persuasion
CMN 3940 - Advertising: Theory & Practice
CMN 4420 - Mass Media Advertising-Sales

SKILLS & INTERESTS: 6 HRS

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

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
CMN 3075 - Television Studio Production
CMN 2920 - Intro. to Public Relations
CMN 3100 - Persuasion
CMN 3270 - Communication & Popular Culture
CMN 3300 - Interviewing
CMN 3520 - Audio Production & Voice Work II
CMN 3560 - International Communication
CMN 3570 - Topics in Media History I
CMN/JOU 3610 - Broadcast News
CMN/JOU 3620 - Advanced Broadcast News
CMN 3930 - Message Strategies and Influence
CMN 3940 - Advertising: Theory & Practice
CMN 4420 - Mass Media Advertising-Sales
CMN 4450 - Electronic Media Profession
CMN 4500 - Topics in Media Production I
CMN 4755 - Television Genres: Production & Development
CMN 4750 - Contemporary Approaches to Mass Communication
CMN 4775 - Documentary Filmmaking
CMN 4780 - Communication & Culture
CMN 4820 - Political Communication
DGT 1363 - Introduction to Graphics Technology
DGT 3343 - Transmedia
DGT 4123 - Advanced Digital Photography
DGT 4333 - Trends in Digital Media
DGT 4353 - Digital Media Production Management
DGT 3303 - Introduction to Gaming, Animation & Simulation
DGT 3313 - 3D Modeling for Gaming, Animation & Simulation
DGT 4753 - Digital Video
EIU 4104G - World Film: Language & Culture in Film
EIU 4170G - History on Film
EIU 4174G - Documentary Film & Society
EIU 4192G - Film and Contemporary Society, Honors
ENG 2000 - Introduction to Creative Writing
ENG 4904 - Studies in Film
FILM 2759G - History of Cinema
THA 2005 - Stage Makeup
THA 2211 - Stagecraft
THA 2258 - Script Analysis
THA 3257 - Digital Theatrical Design
THA 3343 - Creative Collaboration: Devised Theater in Performance
THA 3344 - Scene & Character Study
THA 3350 - Stage Management
THA 3445 - Directing
THA 3754G - Theatre & Film