

# Media Studies, BA & Visual Media Option, BA

## Student Learning Outcomes & Curriculum Maps

The Media Studies program at Auburn offers students an in-depth approach to the study of film, television, music and digital media grounded in the humanities tradition. Students take courses on media as technology, art form, industry, as well as a site of audience engagement. Classes explore media history, how media shapes popular culture or how media can reflect social values. Throughout the curriculum, students engage critically with media across multiple platforms through a range of writing assignments, presentations, and creative projects. Four tenure/tenure-track faculty teach in the Media Studies program.

Students may choose to major simply in Media Studies, the umbrella program, or in Media Studies with a Visual Media Option. The Visual Media Option is a practice-based sequence of courses designed for media makers who want to tell stories.

### Media Studies Student Learning Outcomes

- SLO 1 *Write a media analysis*: Students will be able to form an original specific analysis about the significance of media phenomenon based on carefully chosen evidence.
- SLO 2 *Situate media within its historical, industrial, and cultural context*: Students will be able to effectively articulate how media is related to historical events, other cultural phenomena within a time period, and/or how media is related to industrial or aesthetic practices or social movements.
- SLO 3 *Interpret media critically*: Students will create a voice that is authoritative, clear, and effective within the traditions of critical media studies.

### Curriculum Map

The following curriculum map represents the alignments the alignment between student learning outcomes and required courses that support them.

I = Introduced, R = Reinforced, M = Mastered

Course Number	SLO 1	SLO 2	SLO 3
MDIA 2350	I	I	I
MDIA 3300	I, R	I, R	I, R
MDIA 3210, 3310, 3320, 3360, 3370, 3580, 3600, 3650, 3700, 3750, 3970	R	R	R
MDIA 4200, 4210, 4250, 4300, 4310, 4350, 4390, 4400, 4420, 4500, 4580, 4600, 4920, 4930, 4970	R, M	R, M	R, M

## Media Studies Visual Option Student Learning Outcomes

**SLO 1** Develop and revise an original audio-visual idea suitable for a coherent, engaging short film project

- A. Students will be able to compose an original short script with a distinct point of view, plausible plot, and purposeful dialogue/voice-over.
- B. Students will be able to translate ideas into coherent storyboards.

**SLO 2** Develop aesthetic and technical skills for the creation of a coherent short film project

- A. Students will be able to create a film expressive of the central project idea by using of a variety of structural tools (e.g., point of view, dialogue, voice-over, continuity editing, montage editing, diegetic/non-diegetic sound)
- B. Students will demonstrate control over the relevant techniques necessary to create the project (e.g., exposure, focus, composition, color, post file structure, sound design)

**SLO 3** Communicate clearly with others in a problem-solving context

- A. Students will be able to present their aesthetic and technical intentions in writing, orally, and graphically.
- B. Students will be able to discuss and evaluate multiple critical perspectives on their own work and offer constructive criticism on work of others.

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Course Number	SLO 1	SLO 2	SLO 3
MDIA 2420	I	I	I
MDIA 2700	I	I	I
MDIA 3100	I, R	I, R	I, R
MDIA 3110	R	R	R
MDIA 3120	R	R	R
MDIA 3350	I, R	I, R	I, R
MDIA 3820	I, R	I, R	I, R
MDIA 4940	M	M	M