



Curriculum for the
Bachelor of Science in
Multiplatform Production
2016-2018 Catalogue

THE DEPARTMENT OF MULTIPLATFORM PRODUCTION

Chairperson of the Department: PROFESSOR BARUTI N. KOPANO

Professors: GREGORY ADAMO

Associate Professors: WELMA REDD

Assistant Professors: HEIDI GERBER-SALINS

Professor of Practice: ALBERT MORGAN

Lecturers: SHAWNA PRINCE

The Bachelor of Science in Multiplatform Production recognizes that in the real world, there is less and less compartmentalization in the media. The integration of the media and the proliferation of new technologies require that students learn how to “do it all.” In addition to learning how to create and produce material for traditional broadcast media, students will learn how to create and produce material for various digital and Internet-based media, including the social media.

In learning how to “do it all” students will need to have strong writing skills in addition to their strong technical skills. In their coursework, students will have to be able to develop text that will be used in the audio/video materials they will be creating and editing.

As important as classroom instruction is, students need practical, hands-on experiences in as real world a setting as possible. They will get that experience through a School of Global Journalism and Communication faculty-supervised media operation that will include, among other opportunities, WMUR (a student-staffed radio station), BEAR TV (a student-staffed television station) and an online version of the student newspaper, *The Spokesman*.

Finally, because the world is interconnected in ways never dreamed possible in earlier decades students will be exposed to how production media industries operate in other nations. This is important because students may one day work abroad. It is also important because different cultures approach media differently and those differences affect not just the things that are created but the forms that they take. Understanding that is key to understanding how and why the United States is depicted the way it is in various nations.

GOALS

The following are the broad educational goals for the major in Multiplatform Production:

- to increase the numbers of highly trained production professionals capable of working across multiple platforms; especially from among those who are minorities and urban dwellers,
- to provide students with an understanding of the narrative capabilities of the media and the roles of those narratives in communicating information and ideas,
- to provide students with global perspectives on the influence of the media in shaping how we perceive other nations and their people and how those nations and their people perceive us,
- to provide students with an understanding of ethics and with basic communication law and how they affect choices about how narratives are presented, and
- to provide students with hands-on multiplatform production experiences.

LEARNING OUTCOMES

The following are the learning outcomes expected for students in the Multiplatform Production major.

- Students will be able, under deadline, to craft compelling, accurate and ethical narratives that adhere to styles appropriate to the media for which they are intended.
- Students will be able to communicate narratives in multiple platforms, including mobile devices, social media and other new technologies.
- Students will be able to demonstrate proficiency in information gathering techniques, including the wide range of digital sources that are available.
- Students will be able to demonstrate proficiency in the techniques of recording visual images and audio and to edit that material into multiple formats appropriate to the media for which and audiences for whom that material is intended.

Requirements for the Major in Multiplatform Production

The Bachelor of Science degree in Multiplatform Production requires students to complete 48 credits in the major. These include 24 credits of core courses required of all students in the SGJC along with 12 credits of required courses in the major and 12 credits of major elective courses. In addition, students must complete all University and General Education Requirements. To ensure that all Multiplatform Production students have the opportunity to gain a genuine global perspective, six credits of the same foreign language or courses focused on a global culture are required. Finally, students must also complete 24 credits of free electives from *outside* the School of Global Journalism and Communication. This is requirement for accreditation by the Accrediting Council for Education in Journalism and Mass Communication. It is strongly recommended, but not required, that those free electives be concentrated in a single discipline.

University General Education Requirements	40 credits	
University Requirements	2 credits	42 credits
Foreign Language/Global Culture Requirement	6 credits	48 credits
Out of Unit Free Electives	24 credits	72 credits
School Required Core Courses	24 credits	96 credits
<ul style="list-style-type: none"> ➤ COMM 201 – Fundamentals of Multiplatform Writing ➤ COMM 202 – Introduction to Multiplatform Production ➤ COMM 203 – Media Literacy in a Diverse World ➤ COMM 204 – Information Gathering & Research ➤ COMM 240 – Digital Media ➤ COMM 370 – Mass Communication Law & Ethics ➤ COMM 490 – Internship ➤ COMM 497 – Senior Capstone Project 		
Individual Department Required Courses	12 credits	108 credits
<ul style="list-style-type: none"> ➤ MPPD 230 Media Technologies and Practices ➤ MPPD 300 Multiplatform Production and Editing ➤ MPPD 310 Writing for Interactive Media ➤ MPPD 350 Production Practicum 		
Individual Department Electives	12 credits	120 credits
(Students will choose 12 credits from among the 3-credit courses listed below.)		
<ul style="list-style-type: none"> ➤ MPPD 201 Digital Audio Production ➤ MPPD 202 Video Production 		

- MPPD 325 Audience Ratings and Programming
- MPPD 332 Field Production and Reporting
- MPPD 342 Short Form Video Production
- MPPD 360 On-Air Performance
- MPPD 410 Audio Production for Multiplatform Production
- MPPD 412 Digital Products Development and Design
- MPPD 420 Radio Station Operations
- MPPD 422 Television Station Operations
- MPPD 440 Multiplatform Audio Field Production
- MPPD 442 Advanced Multiplatform Production and Editing
- MPPD 450 Advanced Media Delivery and Management
- MPPD 460 Creating the Documentary
- MPPD 498 Special Topics

- COMM 300 Communication and the Black Diaspora
- COMM 314 Global Communication

- Students may also choose up to six (6) credits from the departments of Multimedia Journalism (MMJN) and Strategic Communication (SCOM)

COURSE DESCRIPTIONS FOR REQUIRED CORE COURSES

ORSJ 101- Freshman Orientation for School of Global Journalism & Communication Majors – *One hour; one credit* – This course introduces students to the expectations and demands of higher education, to the legacy and tradition of Morgan State University, to college survival strategies, to the academic requirements for the programs in the School of Global Journalism & Communication and to the array of career opportunities in the journalism, production and strategic communication fields. Students enrolled in this class are required to attend all University convocations and other prescribed extra-curricular activities. They are also required to hold conferences with their academic advisors in order to pass the course. Students transferring 24 or more credits to the University when admitted are exempted from this requirement. (FALL/SPRING)

COMM 201 – Fundamentals of Multiplatform Writing– *Three hours; 3 credits* – This course introduces students to writing in a professional environment and to the styles of writing for various mass media platforms. As a result, assignments will introduce the fundamentals of reporting and newsgathering and serve as an overview of basic journalistic writing and visual storytelling. This course should be taken in the same semester with COMM 202 – Introduction to Multiplatform Production. [Formerly COMM 102] **Prerequisites:** ENGL 101 and ENGL 102 passed with a grade of “C” or better. (FALL/SPRING)

COMM 202 – Introduction to Multiplatform Production *Three hours; 3 credits* – This course will introduce students to the skills they will need to produce multimedia, multiplatform packages for use in reporting stories and conducting communications campaigns. Students will learn the basics of camerawork, audio recording and editing for the various media. This course should be taken in the same semester with COMM 201 – Fundamentals of Writing for Multiplatform Journalism. **Prerequisites:** ENGL 101 and ENGL 102 passed with a grade of “C” or better. (FALL/SPRING)

COMM 203 – Media Literacy in a Diverse World – *Three hours; 3 credits* - This course examines mass media and the social, economic and psychological roles and impact that they have in different societies. Emphasis will be placed on how media shape perceptions about race, religion, gender, ability, sexual orientation, etc. Students will learn how media shape our perceptions about other nations and shape other nations’ perceptions about us. Students will also learn the roles media play in helping to shape and reflect culture and the important roles that media consumers play in the mass communication process. [Formerly BROA 200/TELC 202] (FALL/SPRING)

COMM 204 – Information Gathering and Research – *Three hours; 3 credits* – This course focuses on information gathering and research for media professionals. Areas of focus include critical thinking, computer search tools, writing, editing, information use, language use, interviewing, research tools, library use, government documents (including Freedom of Information Requests), business documents, human sources, etc. The course prepares students to conduct research and to assess and use information in media-related decision making. Emphasis will also be given to the ethical collection, analysis and reporting of information discovered during the research process. [Formerly COMM 200] **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (FALL/SPRING)

COMM 240 – Digital Media – *Three hours; 3 credits* – This course introduces the many ways digital media affect communication in a modern world. Students gain an understanding of the unique possibilities and limitations of digital media by learning the theories, techniques, technologies and methods of storytelling on traditional and multimedia platforms. The course will examine how storytellers adapt their stories, methods and technologies for communicating their experiences to the rest of the global society. **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (FALL/SPRING)

COMM 370 – Mass Communication Law & Ethics – *Three hours; 3 credits* – This course covers principles and case studies in communication law, constitutional guarantees, libel, privacy, contempt, privilege, copyright and government regulatory agencies in the United States and in other nations around the world. Attention will focus on how law and the regulatory environments are similar to and different from those in the U.S. The course will also introduce students to concepts that will help them make the ethical decisions involved while working as journalism, strategic communication and media production professionals. **Prerequisites:** COMM 201, COMM 202, COMM 203 and COMM 204 with a grade of “C” or better. (FALL/SPRING)

COMM 490 – Internship– *Nine hours; 3 credits* – This course provides opportunities for students to obtain supervised practical work experiences in their respective majors at an off-campus site approved by the instructor and the Department Chairperson. **Prerequisites:** Completion of MMJN 350, MPPD 350 or SCOM 351 with a grade of “C” or better. (FALL/SPRING)

COMM 497 – Senior Capstone Project – *Three hours; 3 credits* – In this course, students will apply the skills they have learned in their practically-based courses and the theory and knowledge that have learned in their classroom-based courses to a major project which demonstrates their mastery of those skills. Students must choose the section that matches their major area. **Prerequisites:** Senior Status, Completion of all SGJC Core and Required Courses in the Major with a grade of “C” or better and Approval of Advisor. (FALL/SPRING)

COURSE DESCRIPTIONS FOR COURSES IN THE DEPARTMENT OF MULTIPLATFORM PRODUCTION

MPPD 201 – Digital Audio Production – *Three hours; 3 credits*. This course covers audio production for radio, television and emerging media technologies with an emphasis on commercial and public radio news production as well as narrative and non-narrative storytelling. Students learn techniques and applications of editing and sound processing as they work under deadline to produce audio newscasts and/or podcasts. Students will be expected to build an online portfolio of their audio productions. [Formerly BROA 301/MPPD 301] **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (FALL/SPRING)

MPPD 202 – Video Production – *Three hours; 3 credits*. This course will focus on the theory and application of supervising and coordinating video production in studio and field environments. The student will be introduced to the supervisory responsibilities of the producer and director as well as the responsibilities of the camera operator, sound engineer, technical director, lighting director, grip and floor manager. The organization, planning, scripting, editing and polishing of a media production will also be examined through lecture, studio work and labs. Students will perform the duties of each crewmember in the course of the semester. Upon completion, students will be able to demonstrate production skills and techniques as they relate to producing a variety of video formats. [Formerly BROA 302/MPPD 302] **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (FALL)

MPPD 230 – Media Technologies and Practices – *Three hours; 3 credits*. This course will concentrate on the emerging technologies and tools used in the production and broadcast industries and the theories and techniques

behind their use. The student will gain skills in the proper deployment, retrieval, care and handling of various types of equipment. This course will also emphasize the best practices of multimedia production, digital media asset management, website development, digital media formats and distribution technologies. **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (FALL/SPRING)

MPPD 300 – Multiplatform Production and Editing – *Three hours; 3 credits.* In this course students will conceptualize and pre-produce multimedia pieces, then take their projects through a digital media workflow to completion. The student will become proficient in conceiving and writing stories and packages optimized for the visual media, television and the web, practice on-camera presentation for web and multimedia stories and learn how to organize raw material into a narrative. Students will employ intermediate nonlinear post-production methods and techniques. They will also publish their products online. **Prerequisites:** COMM 201, COMM 202 and MPPD 230 with a grade of “C” or better. (FALL/SPRING)

MPPD 310 – Writing for Interactive Media – *Three hours; 3 credits.* This course explores both the mechanics of storytelling and how to convey themes through writing for visual, audio and digital media. The student will establish habits for thinking comprehensively about the critical role that multimedia methods play in engaging audiences with complex information. The course emphasizes how story structures change across different delivery systems and platforms. **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (FALL/SPRING)

MPPD 325 – Audience Ratings and Programming – *Three hours; 3 credits.* This course explores research techniques to understand audience listening and viewing habits, preferences and choices. Using case studies, this course explores program development, acquisition, scheduling, promotion, formats and program distribution. [Formerly BROA 325] **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (SPRING)

MPPD 332 – Field Production and Reporting – *Three hours; 3 credits.* This course is designed to give the student the ability to work collaboratively and as an individual to research, develop and produce stories and short-form multimedia packages for digital journalism and the documentary. Emphasis will be placed on the student’s ability to research, formulate questions, conduct interviews and to follow as well as to adapt a digital workflow. In-class critiques, guest speakers and on and off campus field work will be the basis for instruction. [Formerly BROA 332] **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (FALL)

MPPD 342 – Short Form Video Production – *Three hours; 3 credits.* This course focuses on techniques in writing, filming and producing commercials, public service announcements, promos, music videos, news and other short form media formats. The student will be taken through the pre-production process and work individually and collaboratively to theorize and conceptualize the digital workflow necessary for completion of the piece. Web-based collaboration and production applications and theory will be emphasized as well as advanced post-production, animation and 2D/3D compositing. Legal, ethical and business considerations of media production will also be explored. [Formerly BROA 342] **Prerequisites:** COMM 201, COMM 202, COMM 240, MPPD 230 and MPPD 300 with a grade of “C” or better. (OFFERED AS NEEDED)

MPPD 350 – Production Practicum – *Three hours; 3 credits.* This course focuses on writing, designing and directing programs for multimedia, social media and online applications. Students will work on the crews of SGJC or University-sponsored projects, gaining hands-on production experience. Emphasis will be on creating a final product, which should be of sufficient quality that it is fit for multiplatform presentation. [Formerly BROA 350] **Prerequisites:** COMM 201, COMM 202 and MPPD 230 or MPPD 300 with a grade of “C” or better. (FALL)

MPPD 360 – On-Air Performance – *Three hours; 3 credits.* This course will focus on the skills necessary for effective on-air performance, interviews and conversations. Particular emphasis will be placed on articulation and diction, newscast delivery, voice overs and interviewing for both the traditional media and the newly emerging media. The student will develop good interview style and practice various types of delivery for both hard and soft news. The art of the conversation will be explored both in the lab and in the field. Techniques for single camera and multi-camera presence will be included. [Formerly BROA 360] **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (FALL/SPRING)

MPPD 410 – Audio Production for Multiplatform Production – *Three hours; 3 credits.* This course requires students to produce advanced audio projects for video and multimedia productions. This course may require studio

and field recordings as well as synchronous and asynchronous recordings. [Formerly BROA 410] **Prerequisites:** COMM 201, COMM 202 and MPPD 201 with a grade of “C” or better. (OFFERED AS NEEDED)

MPPD 412 – Digital Products Development and Design – *Three hours; 3 credits.* This course teaches students how to create interactive state-of-the-art Web-based applications. Students will receive hands-on experience in design and implementation of smartphone and tablet apps designed for news organizations. **Prerequisites:** COMM 201, COMM 202 and COMM 240 with a grade of “C” or better. (OFFERED AS NEEDED)

MPPD 420 – Radio Station Operations and Management – *Three hours; 3 credits.* This course deals with the language and concepts of broadcast radio, Internet radio and satellite radio. Students will be introduced to an overview of radio broadcast history, station organization and operations, past and present technologies, format development and career opportunities and terminology. Organization and operation of commercial and noncommercial radio will be covered. [Formerly BROA 420] **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (OFFERED AS NEEDED)

MPPD 422 – Television Station Operations and Management – *Three hours; 3 credits.* This course deals with the language and concepts of the television industry. Students will be introduced to television broadcast history, station organization and operations, past and present technologies, format development, financial structures, management theories and career opportunities and terminology. Organization and operation of commercial and noncommercial television will be covered. [Formerly BROA 422] **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (OFFERED AS NEEDED)

MPPD 440 – Multiplatform Audio Field Production – *Three hours; 3 credits.* This course is an application of the theory and production of sound in field production. Students will use digital equipment in recording sound in news and/or documentary applications. [Formerly BROA 440] **Prerequisites:** COMM 201, COMM 202 and MPPD 201 with a grade of “C” or better. (OFFERED AS NEEDED)

MPPD 442 – Advanced Multiplatform Production and Editing – *Three hours; 3 credits.* Building upon skills learned in MPPD 300 and MPPD 310, students will master the art and skill necessary to plan and produce their own series. Each item of the series must exhibit the student’s knowledge of sound design, animation, advanced editing, web-design and digital storytelling. Students will learn advanced techniques in digital cinematography, digital audio compositing, advanced support systems, live compositing and producing for various genres in science, engineering, mathematics, government and others. Special attention will be given to post-production processes, finishing techniques, file-based and digital asset management, color correction and other specialized areas of post-production. [Formerly BROA 442] **Prerequisites:** COMM 201, COMM 202, COMM 240, MPPD 230, MPPD 300 and MPPD 310 with a grade of “C” or better. (OFFERED AS NEEDED)

MPPD 450 – Media Delivery and Management – *Three hours; 3 credits.* This course examines the core areas of media operations and management. Special emphasis includes the critical-thinking and problem-solving strategies needed to own and operate a competitive media business, including current policies, economic structures and the cultural parameters of the international media market. Students will also become versed in the evolving applications of new technologies in digital media, including focuses on the creation, management and analysis of mobile applications, web and new media technologies as well as various social media. Students will expand their knowledge and application of these concepts through a combination of individual and collaborative assignments in the School of Global Journalism and Communication. **Prerequisites:** COMM 201, COMM 202 and COMM 370 with a grade of “C” or better. (OFFERED AS NEEDED)

MPPD 460 – Creating the Documentary – *Three hours; 3 credits.* This advanced course focuses on researching, writing, producing, recording and editing documentaries and longer-form journalism pieces. The course surveys documentary masterworks and the techniques and ethical challenges of the form. Students will complete a series of exercises from conceptualization through post-production and screening or distribution or will participate in a School of Global Journalism & Communication supported project, culminating in production of a short documentary. **Prerequisites:** Permission of the Instructor. (OFFERED AS NEEDED)

MPPD 498 – Special Topics – *Three hours; 3 credits.* This course provides advanced Multiplatform Production students with an opportunity for in-depth study of a selected specialized area of production based upon faculty and

student interest. [Formerly BROA 498 – Special Topics] **Prerequisite:** Permission of the Instructor (OFFERED AS NEEDED)

COMm 300 – Communication and the Black Diaspora – *Three hours; 3 credits.* The course surveys the history and development of communication in the Black Diaspora. Attention is given to those communication elements of the Black Diaspora that are unique to the United States and those that are shared throughout the world as well as those aspects that distinguish particular African global cultures. [Formerly SPCH 205] (FALL/SPRING)

COMM 314 – Global Communication – *Three hours; 3 credits* - Competent global communication skills lie at the heart of career success. This course provides opportunities for students to develop 21st Century skills of communicating with aptitude and clarity across and between globally connected cultures. Particular emphasis is placed on navigating increasingly interconnected and diverse work contexts that make up our world today. [Formerly SPCH 314] (OFFERED AS NEEDED)

**MORGAN STATE UNIVERSITY
DEPARTMENT OF MULTIPLATFORM PRODUCTION
BACHELOR OF SCIENCE DEGREE IN MULTIPLATFORM PRODUCTION
SUGGESTED CURRICULUM SEQUENCE**

FRESHMAN YEAR (FIRST SEMESTER)

XXXX – EC – General Education Requirement	3
ORSJ 101 Freshman Orientation	1
XXXX – SB – General Education Requirement	3
XXXX – MQ – General Education Requirement	3
XXXX – HH – General Education Requirement	3
<u>XXXX – IM – General Education Requirement</u>	<u>3</u>
	16

FRESHMAN YEAR (SECOND SEMESTER)

XXXX – EC – General Education Requirement	3
XXXX – AH – General Education Requirement	3
XXXX – BP – General Education Requirement	4
XXXX – SB – General Education Requirement	3
<u>XXXX – Out-of-Unit Free Elective</u>	<u>3</u>
	16

SOPHOMORE YEAR (FIRST SEMESTER)

COMM 201 Fund. of Multiplatform Writing	3
COMM 202 Intro to Multiplatform Prod.	3
COMM 203 Media Literacy/Diverse World	3
XXXX – BP – General Education Requirement	3
<u>XXXX – AH – General Education Requirement</u>	<u>3</u>
	15

SOPHOMORE YEAR (SECOND SEMESTER)

COMM 204 Info. Gathering & Research	3
COMM 240 Digital Media	3
MPPD 230 Media Technologies & Practice	3
XXXX – CI – General Education Requirement	3
XXXX – CT – General Education Requirement	3
<u>PHEC XXX Physical Education Elective</u>	<u>1</u>
	16

JUNIOR YEAR (FIRST SEMESTER)

COMM 370 Mass Comm. Law & Ethics	3
MPPD 300 Multiplatform Prod. & Editing	3
XXXX Foreign Language/ or Global Culture Requirement	3
XXXX Out of Unit Free Elective	3
<u>XXXX Out of Unit Free Elective</u>	<u>3</u>
	15

JUNIOR YEAR (SECOND SEMESTER)

MPPD 310 Writing for Interactive Media	3
MPPD XXX Production Elective	3
MPPD 350 Production Practicum	3
XXXX Foreign Language/ or Global Culture Requirement	3
<u>XXXX Out of Unit Free Elective</u>	<u>3</u>
	15

SENIOR YEAR (FIRST SEMESTER)

MPPD XXX Production Elective	3
COMM 490 Internship	3
XXXX Out of Unit Free Elective	3
<u>XXXX Out of Unit Free Elective</u>	<u>3</u>
	12

SENIOR YEAR (SECOND SEMESTER)

COMM 497 Senior Capstone Project	3
MPPD XXX Production Elective	3
MPPD XXX Production Elective	3
XXXX Out-of-Unit Free Elective	3
<u>XXXX Out of Unit Free Elective</u>	<u>3</u>
	15

TOTAL CREDIT HOURS

120

