

## The Curriculum

### Communication Foundation Courses (12 hrs):

COM1110: Human Communication

COM1450: Media Law and Literacy (2 credits)

COM2001: Techniques in Media Production

COM4450: Media Law and Ethics (2 credits)

### Cultural & Production Foundation Courses (18 hrs):

POP2204: Media & Popular Culture

POP2231: Writing for Media Production

POP3311: Narrative Production

POP4900: Capstone I

POP4950: Capstone II (2 credits)

### Production Electives – Choose 8 hrs:

MPE3001: Post-Production Workshop (2 credits)

MPE3002: Cinematography & Lighting (4 credits)

POP3007: Audio for Visual Media (2 credits)

POP3008: Camera Mounts & Rigs (2 credits)

POP3231: Writing for the Screen

MPE3361: Motion Graphics

### Pop Culture History Electives – Choose 4 hrs:

POP2234: Film History and Analysis

POP2241: Electronic Med. History & Development

POP3354: History of Documentary Media

POP3384: History of Hip-Hop Culture

HST2251: Hollywood and American History

### Pop Culture Studies Electives – Choose 8 hrs:

POP3314: Visual Rhetoric and Design

POP3324: Myth & Media

POP3334: Media Representation: Race, Class & Gender

POP3344: Black American Voices: Stories and Sounds

POP3374: Global Media Representation of Women

POP3394: Media Masters

POP3414: Advertising and Consumer Culture

POP3424: Mediated Gender

POP4444: Independent Study

## The Popular Culture and Media Production Student

**You are curious, creative.** You listen, watch, consider thousands of voices, ideas, images, messages each and every day. Each of these affects you in minor, sometimes major, ways.

Some messages are important, some not. Some are born of an informed space. Others not. But they become part of the fabric of life, what you think, what you do. What you believe.

You understand we are immersed in a world of popular culture. It is diverse. Opinionated. Often a thumbs-up, thumbs-down world. It shapes your each and every day. You want to tell stories about that world.



## The Major:

**We want you to become a maker of media that matters:**

**We understand that popular culture matters.** Students learn how media and popular culture affect societies and audiences.

**We honor visual and aural production as both an art and a craft.** As an art, we teach that quality productions say something compelling and new about the world. As a craft, we emphasize the fundamentals of digital media production.

**We believe studying popular culture is intentional and intellectual.** We embrace popular culture from a rhetorical and critical-cultural studies perspective, exploring how texts create cultural meaning and affect how we understand the world.

**We engage with the written word as the foundation of critical and creative expression.** Whether it be a work of analysis, an exploration of critical theory or a narrative screenplay, we believe clarity in communication begins with the written word.

**We emphasize the incredible power and responsibilities that media producers have.** Quality productions are intentional and thoughtful. Our program teaches that every shot and cut contributes to intentional and cohesive themes, and they affect the audience in real and impactful ways.

## The Student Experience:

Every student takes a collection of courses in production, media history, and media studies.

Every student's education culminates in a common capstone experience. Using industry standard methods, students work in teams to produce an original narrative short film. They pitch concepts, write scripts, then produce their films. Produced over a comprehensive, two-semester-long capstone class—the capstone class begins with critical and cultural analyses into the film's genre and conventions.

Every student has the opportunity to submit their digital productions in competition, including national competitions such as the BEA Festival of Media Arts and the Academy of Interactive and Visual Arts Communicator competition.

Every student has the opportunity to submit their scholarly productions for presentation at conferences, such as BigSURS (Southern Undergraduate Research Symposium), High-PURCS (HPU's Research Symposium), and PCA (National Popular Culture Association Conference).

Every student builds a portfolio of written, aural, and visual work for employment or graduate school use.

Every student is encouraged to participate in clubs such as the HPU Cinema Society and compete in film and festival competitions, including our HPU "48 Hour" Style competition.



## The Career Path

Your degree in Popular Culture and Media Production can prepare you to pursue careers in the fields of Media and Film Production, Education, Advertising, Public Relations and the non-profit sector.

Your study and preparation open up the pathway into a variety of career disciplines including:

- Ad copywriter
- Cinematographer
- Director, producer or screenwriter: digital media content, television or motion pictures
- Editor
- Educator
- Media advocate
- Media and cultural critic
- Media consultant
- Media scholar
- Web-based assignment editor
- Online ad agency creative director

The degree can also prepare you for post-graduate education, for example an M.A. in Mass Communication, an M.F.A. in Film or Screenwriting, or a Ph.D. in Critical Studies, American Studies, or Popular Culture Studies.

## Meet Sierra

**Hometown:** Castlerock, Colo.

**Major:** Communications—Electronic Media

**Clubs:** Media Entertainment Fellows, Chamber Singers, Petal Points Female A Cappella group, Zeta Tau Alpha, Lambda Pie Eta Communications Honor Society, National Society for Leadership and Success



**Why I Chose HPU:** "I chose HPU because of the unique experience the School of Communications offers its students to work closely with distinguished industry professionals on an intimate level, especially through the Media Fellows Program. The facilities and resources available to students are incredible, but the faculty is even better. I was also intrigued by the seemingly infinite possibilities to get involved at the school. At HPU, the majority of the student body is involved in various clubs and organizations, which fosters an amazing community of students who love what they do."

**Why Other Students Should Attend HPU:** "At HPU, you will receive an education that prepares you for your future career and an overall experience that encourages you to be the best that you can be. Every professor truly values your success, and the relationships that I built with both the faculty and my fellow students are ones that I will carry with me for the rest of my life."

For more information about HPU's Popular Culture and Media Production, contact: