# ARTS MEDIA COMMUNICATION (PROFESSIONAL CERTIFICATE)

## Overview

Award: Professional Certificate
Program of Study: Arts Media Communication
Program Code: 1704

## About This Program . . .

The Arts Media Communication certificate offers students a valuable and focused skill set that combines arts critiques, media writing, and common technology used in the field. Many modern occupations require knowledge of producing media content across different platforms and/or working with the media.

In the Arts Media Communication certificate, students will craft a unique voicing for their media content. They will learn to create dynamic content for many different types of audiences, and they will gain real world experience with interviewing and interacting with varied arts communities both on campus and off campus.

Students will choose from a collection of art courses with the option to focus on their desired forms and mediums (music, dance, film, etc.), and learn about those histories. Then they will learn how to write for the media, with a focus in learning to write about (and for) the arts. Finally, students will gain real-world experience by working with a publication on campus, as well as with an arts focused off-campus client through an internship.

All CMU certificate graduates are expected to demonstrate proficiency in specialized knowledge/applied learning, critical thinking, and personal and social responsibility. In addition to these campus#wide student learning outcomes, graduates of this major will be able to:

a.  Place a work of artistic expression in a useful historical context. (Specialized Knowledge)
b.  Navigate ethical dilemmas within the field of Arts Journalism. (Ethical Reasoning)
c.  Interpret and critique aesthetic expressions. (Critical Thinking)
d.  Create and edit a range of media content using industry standards for multiple platforms. (Applied Knowledge).

## Requirements

Each section below contains details about the requirements for this program. Select a header to expand the information/requirements for that particular section of the program's requirements.

**To print or save an overview of this program's information, including the program description, learning outcomes, requirements, suggested course sequencing (if applicable), and advising and graduation information, scroll to the bottom of the left-hand navigation menu and select "Print Options."** This will give you the options to either "Send Page to Printer" or "Download PDF of This Page." The "Download PDF of This Page" option prepares a much more concise presentation of all program information. The PDF is also printable and may be preferable due to its brevity.

## Institutional Certificate Requirements

The following institutional requirements apply to all CMU Professional Certificates. Specific programs may have different requirements that must be met in addition to institutional requirements.

- Consists of 5-59 semester hours.
- Primarily 300-400 level courses.
- At least fifty percent of the credit hours must be taken at CMU.
- 2.00 cumulative GPA or higher in all CMU coursework.
- A grade lower than "C" in the program of study will not be counted toward meeting the certificate's requirements.
- A course may only be used to fulfill one requirement for each degree/certificate.
- Pre-collegiate courses (usually numbered below 100) cannot be used for graduation.
- Capstone exit assessment/projects (e.g., Major Field Achievement Test) requirements are identified under Program-Specific Certificate Requirements.
- The Catalog Year determines which program sheet and certificate requirements a student must fulfill in order to graduate. Visit with your advisor or academic department to determine which catalog year and program requirements you should follow.
- See "Requirements for Undergraduate Degrees and Certificates" in the catalog for a complete list of graduation requirements.

## Program Specific Certificate Requirements

(20-22 semester hours)

| Code | Title | Semester Credit Hours |
|------|-------|----------------------|
| MASS 310 | Media Law and Ethics [1] | 3 |
| MASS 315E | Specialized Writing for Media: Arts Journalism [1] | 3 |
| MASS 415 | Advanced Media Writing and Reporting [1] | 3 |
| MASS 497 | Practicum [2] | 1 |
| MASS 499 | Internship [3] | 1-3 |
| Select nine hours from the following: | | 9 |
| ARTE 115 | Art Appreciation-GTAH1 | |
| DANC 115 | Dance Appreciation-GTAH1 | |
| THEA 141 | Theatre Appreciation-GTAH1 | |
| ENGL 150 | Introduction to Literature-GTAH2 | |
| MUSA 220 | Music Appreciation-GTAH1 | |
| MASS 317 | Writing Opinion for Impact [1] | |
| ENGL 390 | Introduction to Film Studies [4] | |
| ENGL 394 | Technical and Professional Writing Topics [4] | |
| ENGL 421 | Introduction to Literary Theory and Criticism [5] | |
| **Total Semester Credit Hours** | | **20-22** |

[1]  These courses require a prerequisite of MASS 213, which requires completion of MASS 140.
[2]  These courses require a prerequisite of MASS 140 and MASS 144.
[3]  These courses require a prerequisite of MASS 213 and MASS 310.

[4] These courses require a prerequisite of ENGL 111 and ENGL 112.
[5] These courses require a prerequisite of ENGL 210, which has a prerequisite of ENGL 111.

## Suggested Course Plan

**First Year**

| Fall Semester | | Semester Credit Hours |
|---|---|---|
| MASS 310 | Media Law and Ethics | 3 |
| MASS 315E | Specialized Writing for Media: Arts Journalism | 3 |
| Elective | | 3 |
| | **Semester Credit Hours** | **9** |
| **Spring Semester** | | |
| MASS 415 | Advanced Media Writing and Reporting | 3 |
| Elective | | 3 |
| | **Semester Credit Hours** | **6** |
| **Second Year** | | |
| **Fall Semester** | | |
| MASS 397 | Practicum | 1 |
| Elective | | 3 |
| | **Semester Credit Hours** | **4** |
| **Spring Semester** | | |
| MASS 499 | Internship | 1-3 |
| | **Semester Credit Hours** | **1-3** |
| | **Total Semester Credit Hours** | **20-22** |

## Advising and Graduation
## Advising Process and DegreeWorks

Documentation on the pages related to this program is intended for informational purposes to help determine what courses and associated requirements are needed to earn a certificate. Some courses are critical to complete in specific semesters while others may be moved around. Meeting with an academic advisor is essential in planning courses and discussing the suggested course sequencing. It is ultimately the student's responsibility to understand and fulfill the requirements for their intended certificate.

DegreeWorks is an online degree audit tool available in MAVzone. It is the official record used by the Registrar's Office to evaluate progress towards a certificate and determine eligibility for graduation. Students are responsible for reviewing their DegreeWorks audit on a regular basis and should discuss questions or concerns with their advisor or academic department head. Discrepancies in requirements should be reported to the Registrar's Office.

## Graduation Process

Students must complete the following in the first two months of the semester prior to completing their certificate requirements (for one-semester certificates, complete in the first week of class):

- Review their DegreeWorks audit and create a plan that outlines how unmet requirements will be met in the final semester.
- Meet with their advisor and modify their plan as needed. The advisor must approve the final plan.
- Submit the "Intent to Graduate" form to the Registrar's Office to officially declare the intended graduation date and commencement ceremony plans.

- Register for all needed courses and complete all requirements for each degree sought.

Submission deadlines and commencement details can be found on the Graduation web page.

If a student's petition for graduation is denied, it will be their responsibility to apply for graduation in a subsequent semester. A student's "Intent to Graduate" does not automatically move to a later graduation date.