

Media Studies, BA

Film Option, BA

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. Students may choose to major simply in Media Studies, the umbrella program, or in Media Studies with a Film Option. The Film Option is a practice-based sequence of courses designed for media makers who want to tell stories. In the tradition of the liberal arts, this Option considers ideas as important as the techniques and tools used to express them. The Film students learn how to write, direct, shoot, edit, color correct, and design sound for narrative, documentary, and experimental short films.

Media Studies Student Learning Outcomes

During the Fall 2019 semester, we developed new Media Studies student learning outcomes and assessment measures for Media Studies majors, and began assessing in Spring 2020 with the new plan in place. All faculty were involved in the SLO development process and there was a consensus that the developed SLO were appropriate.

Specificity of 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.

Media Studies Curriculum Map

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

I = Introduced, R = Reinforced, M = Mastered

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

Film Option Student Learning Outcomes

Specificity of Outcomes

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

- Students will be able to compose an original short script with a distinct point of view, plausible plot, and purposeful dialogue/voice-over.
- 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

- 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)
- 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

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

Film Curriculum Map

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

I = Introduced, R = Reinforced, M = Mastered

Courses	SLO 1	SLO 2	SLO 3
FILM 2420	I	I	I
FILM 2700	I	I	I
FILM 3100	I, R	I, R	I, R
FILM 3110	R	R	R
FILM 3120	R	R	R
FILM 3350	I, R	I, R	I, R
FILM 3820	I, R	I, R	I, R
FILM 4940	M	M	M