

A man in a grey jacket and black shirt stands in a wood-paneled room. In the foreground, a camera operator is partially visible, wearing a black vest and holding a camera on a tripod. The room has wooden walls and a window in the background.

Three or Four-Year Degree Program BACHELOR OF ARTS *in* MEDIA STUDIES

Students have the option of completing in three or four years depending on the number of terms they take each year.

LOCATION

LOS ANGELES, CALIFORNIA

Location is subject to change.

For start dates and tuition, please visit nyfa.edu



OVERVIEW

Media shapes the world around us. Whether it be two strangers bonding over a shared admiration for a certain movie or the smart phones that stream the latest music videos and TV shows to us every day, media is impossible to avoid and provides a shared language for humans to both communicate and better understand the world around them.

With more forms of media than ever before, and the field in a constant state of flux and evolution, individuals looking to work in media need the practical and theoretical knowledge to succeed in existing media and to have the ability to adapt to an ever-changing industry.

The NYFA Bachelor of Arts (BA) in Media Studies is an eight-semester undergraduate program designed to focus on the study of current and emerging media arts and the theoretical underpinnings necessary for understanding media's impact in today's society. The goal of the program is to prepare students for the rapidly changing landscapes of the Entertainment and Media Industries, and to turn out thoughtful consumers, critics, and producers of media.

The strength of the NYFA BA in Media Studies Degree is in its combination of media theory and media practice. Students will learn tools to develop and present essays and academic studies on media, as well as create professional-caliber emerging media pitch presentations, business plans, scripts, budgets, and, ultimately, completed content. The program is further enhanced through internships and NYFA's collaboration with industry-leading emerging media companies. Students will be prepared to work hand-in-hand with professionals in the traditional and emerging media industries.

Students in the BA program will build the critical, creative and analytical skills needed to examine and understand current and future trends in media, as well as reach a deep understanding of the history and development of various forms of media in society. An exploration of media theory, history, criticism, media arts, pop culture, communication, and business are enhanced by NYFA's hands-on approach to practical film-making and multi-platform content development.

NYFA has honed its instruction to represent a progression of knowledge that provides its undergraduates with academically rigorous and creatively challenging courses. The program is integrated with NYFA's Liberal Arts and Sciences curricula to offer a well-rounded education within a challenging field of study. As opposed to our BFA programs, students enrolled in the BA in Media Studies program evenly split their time between gaining hands-on experience with different media formats with studies in the Arts and Humanities and Natural and Social Sciences.

The BA in Media Studies combines three areas of content focus: **critical studies, communication and marketing, and interactive narrative.**

Critical Studies allows students to research and analyze the historical development of the media and entertainment industry as well as learning fundamentals of critical theory crucial to a scholarly study of the field.

Please Note: curriculum and projects are subject to change and may vary depending on location.

Students should consult the most recently published campus catalog for the most up to date course information.

Communication and Marketing courses show how to design, create, and implement tools and techniques used by various aspects of media, as well as aspects of design, psychology, and mass communication to engage audiences and consumers in all aspects of media.

Interactive Narrative explores traditional forms of storytelling, production methods, and emerging narrative platforms such as Game Design and Transmedia story building, to allow students to create their own, unique intellectual properties as part of the curriculum.

By combining seminars, lectures, and intense hands-on content creation, students acquire the skills, understanding and inspiration to continue their scholarly and creative work well into the 21st century.

Students can choose to take the BA Media Studies program in an accelerated three-year track without summer breaks or over four years with summer breaks.

The BA in Media Studies is offered exclusively at the Los Angeles campus, nestled in the heart of the entertainment industry, making it an ideal location for Media Studies.



Students in the BA program get to experience shooting on location and on a studio set as depicted here.

WHAT YOU WILL LEARN

Students will be prepared to work hand-in-hand with professionals in the traditional and emerging media industries. Upon graduation from the Academy's BA in Media Studies program, students will demonstrate the following abilities and knowledge:

- Students will display a working knowledge of historical and contemporary media innovators and technologies and their impact on current trends in global media.
- Students will demonstrate a working knowledge of international storytelling practices through the development, collaboration, and contemplation of scripts and content across multiple platforms.
- Students will exhibit an understanding and application of the psychology, financing, and marketing strategies and practices used in both traditional and emerging models of media.
- Students will be able to evaluate communication technologies as an agent of social change, as well as evaluate the ethical and legal considerations in working with digital media.
- Students will be able to communicate the impact of media and different distribution platforms on society.

COURSE DESCRIPTIONS

YEAR ONE OVERVIEW

In the first year of the program, students will be introduced to the complex world of new and emerging media and technologies. The following courses comprise the media studies portion of the curriculum; the required Liberal Arts and Sciences classes are listed at the end of the BFA and BA section of the brochure.

SEMESTER ONE

INTRODUCTION TO MEDIA STUDIES

Introduction to Media Studies will explore the use of technology, storytelling, and production techniques to enrich business, recreation, leisure, and the spreading of information. In this class, students will learn the history of media and the tools and technologies being used today to reach audiences and consumers around the world.

NARRATIVE ESSENTIALS

Utilizing lectures, in-class exercises, outside readings, classroom discussions, and film and television viewings, this course introduces students to the craft of storytelling. The intersection of story structure, theme, character, tension, and conflict is examined through detailed analysis. Students are encouraged to tell their stories visually.

Students will workshop ideas in class to discover creative tools to explore storytelling, create story worlds, and uncover exciting and perhaps unexpected versions of their stories. The goal is to become versatile, adaptable, and creative, and to be able to provide the best “product” to the industry.

SEMESTER TWO

INTRODUCTION TO COMMUNICATION THEORY

This course will guide students through the history, modes, concepts, and theories of human communication. Students will explore communication in various situations including interpersonal, small group, large group, business, cultural, and global interaction. With a core understanding of communication theory, students will begin to examine mass communication and how emerging technologies are changing global communication. Students will be introduced to communication career paths to better understand how communication effects society and how society and commerce effect communication.

MARKETING, MEDIA & SOCIETY

Marketing and the marketer’s impact on consumers and audiences cannot be underestimated. This course examines the principles and strategies used by marketers to reach and engage consumers and audiences. Marketers are faced with unique and complex decisions and must understand how their choices influence consumers, audiences, and society as a whole. Students will learn the language of marketing, the tools and techniques used by marketers, and how the marketing message impacts society with a focus on the entertainment industry and media.

SEMESTER THREE

PRINCIPLES OF JOURNALISM

Students will explore traditional and historical forms of journalism and how journalism is evolving. They will examine the changing face of communication and the tools and techniques for spreading information. Students will learn an array of skills that can be translated to other forms of storytelling, including research, reporting, digital production, editing, anchoring, and show production. Journalists and storytellers alike will introduce students to cutting edge digital technology and methods. Students will learn to work in small crews as well as solo to research, write, shoot, produce, edit, and even appear on camera in their own field reports and investigative segments.

YEAR TWO OVERVIEW

In year two, students learn the principles of basic web design, app development, and game design while researching the social media landscape and practicing emerging media and digital production.

SEMESTER FOUR

INTRODUCTION TO WEB DESIGN & APP DEVELOPMENT

This course offers branding techniques and step-by-step instruction on how to develop a dynamic and innovative website. An intensive introduction to website design, this course walks content creators from the basics to more advanced tools and techniques. Students will learn industry standard programs as well as site management, site workflow, and choosing a URL and site host. Students will design and build a live web site to host their content and create a professional quality web presence for their projects. In addition, students will gain the knowledge to post their content to other distribution platforms.

Once students understand the basics of web design, they will explore application development as a way to expand story worlds and give consumers and audiences a deeper experience with content. Students will gain the basic tools to design mobile applications (apps) for smart phones, tablets, and computers. Students will learn to create strategic design documents to build mobile apps on their own or with a creative team. Students will explore user experience to create apps that engage consumers and audiences.

TRANSMEDIA STORYTELLING & PRODUCTION

Transmedia Storytelling and Production is an intensive course that introduces students to the process of Transmedia development. Topics will include the concept of the “Immersive World,” the history of Transmedia, building Story Worlds, Audience Engagement, Branded Content, and Brand Integration. Students will learn how to integrate stories across platforms including traditional formats (TV and Movies), Sequential Art, and Video Game Narrative.

Industry guest speakers will help students gain a deeper understanding of the current state of Transmedia and where it is heading. By the end of the course, students will create their own original Transmedia concept and “template/Bible” from the skills they have learned including Traditional and Emerging Media storytelling techniques, Sequential Art, New Media Journalism, Web Design, and more.

SEMESTER FIVE

INTRODUCTION TO BRANDING & SOCIAL MEDIA

Students will explore the emerging tools and techniques used by content creators to build brands and to create, maintain, and secure brand identities. This course will explore key social media and networking strategies including posting, sharing content, co-creation, commenting, aggregators, curating, public relations, and mobile marketing. Students will examine branded content, brand integration, product placement, and other methods for financing projects and expanding audiences. Students will study the history and purpose of branded entertainment to gain an understanding of how the industry has evolved. Students will learn approaches to brand management and connecting with brands and brand representatives and agencies. The myths, truths, and tools of creating and spreading “viral video” and “viral campaigns” will be investigated. Students will also learn the skills to create their own brand identities. Social networks, social media, and social marketing tools, sites, and techniques will be explored and students will examine the use of social media, social networking, and social marketing to grow audiences, expand story worlds and build brands.

SEMESTER SIX

BUSINESS OF EMERGING MEDIA

This class introduces students to the modern day practices and players of the Media and Entertainment Industries as well as a historical perspective to prepare them to navigate the business after graduation. Students learn about the birth of film as a dramatic medium and how the major studios grew out of this development. This class introduces students to roles of writers, directors, producers, agents, managers, studio executives, publicity and advertising, and more. Lectures and research projects are supplemented with in-class exercises and guest lectures from prominent figures in the entertainment industry. Students will be given the opportunity to intern at entertainment/media companies and are encouraged to choose their internship based on their interests and strengths honed during the program.

Students not wishing to intern, may choose to write a research paper that investigates a specific topic related to the entertainment industry.

FILMCRAFT & PRODUCING

Filmcraft and Producing introduces students to the language and practice of acting, directing, and producing. Learning the roles of the players on a film set dramatically increases the ability to collaborate with others. Effective content creators craft a collaborative and artistic environment that enhances the creator's vision and provides the support needed to make the best possible project. Students explore what happens to their stories and worlds when actors interpret them in front of the camera. Students will learn various acting theories and practices including improvisation, and scene and monologue work as starting points. By exploring how actors build characters and performances based upon the information provided in a script, students will learn how to build powerful dialogue, develop memorable characters, and create effective dramatic actions. Students will also learn about the fundamentals of directing, which in turn facilitates an understanding of the process as it relates to Content Creation.



INTERACTIVE STORYTELLING

This course will examine the critical elements that create the foundations of great Interactive Storytelling. Students will design, shape stories, plan game play in multiple environments, including board games and game play in physical environments (world, gameplay spaces), and understand the basics of Gamification and game theory. Students will function in a creative team environment to deeply refine their storylines, character bios, arcs, and world guides. More than a concept lab, students will be pushed to see and present themselves as professionals. Given that interactive storytelling is a rapidly evolving narrative form, students will constantly be reviewing, adjusting, and refining ideas with a direct focus to take them to market. Awareness of the modes and formats of game narrative, from controllers to sensors to platforms, will influence the games we make.

Interactive Writing Workshop will support the students' narrative development to design a professional interactive story. Focus will continue on executing effective narrative GDDs and game scripts in a timely fashion for a studio/publisher/rep. The class will also look at gaining representation and/or development funds from a publisher, to actually shipping and publishing. Veteran Game Writers and Designers and reps will speak.



YEAR THREE OVERVIEW

In their final year, students focus on content production and marketing content in their core classes, designing and developing their own intellectual content and product.

SEMESTER EIGHT

EMERGING MEDIA & DIGITAL PRODUCTION II

In Emerging Media & Digital Production II students will create the pilot episode of a web series. This course will also examine the tools, techniques and foundations of creating web series. Each student will produce, direct and edit the pilot for a scripted webisode, exploring cinematography, lighting, and sound as elements of visual storytelling.

THESIS PREP

Students begin to conceptualize and develop a detailed outline of their final Thesis. Topics include Media, Entertainment, Storytelling, Culture, Marketing, Emerging Media, Distribution Platforms, Journalism, and other areas explored during the program. The thesis is a 30-50 page original, scholarly, organized and completely researched (with supporting documentation) examination of one of the topics. The Thesis will be the opportunity for students to show they have full comprehension and mastery of the concepts and skills learned throughout their coursework.

The Thesis Committee will assist students in mastering their craft at a professional level and create a foundation for future creative work and scholarship.

STUDIES IN GLOBAL MEDIA

Students analyze the cultural, political, socio-economic, and societal influences of the US Media on Global markets as well as how Global Media has begun to transform domestic markets. Students will examine the connections between media, communication, business, and the Entertainment Industry around the Globe. Students will study the history and current state of Global Media to uncover trends and understand how the consumer and audience are now Global. Students will investigate how a Global Media has influenced local markets and consumers. Students will gain an understanding of how Global Media has led to social, economic, political, and activist change around the World.

SEMESTER SEVEN

EMERGING MEDIA & DIGITAL PRODUCTION I

Emerging Media and Digital Production I introduces students to the content creator's role and presents an overview of the tools that can help students take control of their careers. Upon successful completion of the required coursework, students will have the basic tools to create Digital Short Form Content. Students will learn budgeting, scheduling and financing methods. Students will stage and shoot more advanced exercises under the supervision of the instructor, and learn more advanced Editing techniques to uncover the tools to tell more complex Visual stories.

ENTREPRENEURSHIP & MEDIA

This course is designed to guide students as they discover pathways to create opportunities after graduation. Students will explore different methodologies and the best resources to uncover the tools they need to meet and exceed their goals. Goal setting, project planning, time management, and project management skills are essential for the creative artist. Students will also meet with successful industry professionals during special guest lectures to uncover their tools and techniques. By examining the skills and techniques of successful business and creative professionals, students will be able to implement those tools into their own careers.