

# MEDIA (MDA)

## MDA-111 INTRODUCTION TO STORY (3 Credits)

This course explores the means by which meaning and value are constructed in narratives through the critical analysis of stories told from a variety of mediums. Students will develop knowledge of story structure and its application to form and aesthetic choices made in the construction of media productions. An emphasis will be placed on understanding how an artist's "voice" is developed and communicated through storytelling.

*Prerequisite:* None

## MDA-112 DRAWING I: DRAWING FOR NEW MEDIA (3 Credits)

This course focuses on the fundamentals of creating drawings and sketches for new media applications such as those utilized by designers, Ads, and creative professionals working in the contemporary design field. Examples of things to be illustrated are vehicles, people, hands/faces, products, user interfaces, Etc. The basic idea of this course is to move away from the more traditional drawing courses offered at surrounding institutions, which focus on traditional fine art approaches to drawing, and instead teach students how to draw and sketch for the purpose of workflows that are germane to the design industry. Tools: Rather than teaching the utilization of traditional tools, such as brushes, inks, charcoal and color media, this course should teach students how to draw and sketch with a limited/relevant tool set that lends itself to the graphical production workflow. Specific tools to be used should be pencil, mechanical pencil, proismacolor markers and fine-point black ink pens (Micron). While there is plenty of focus on form and volume and line quality for the drawings created in a course like this, the emphasis moves away from extensive study of value and rendering techniques (as in fine arts) and instead focuses on creating clean line art, with limited/necessary values, which is more feasible for scanning and utilizing as storyboard or graphical template purposes. Rather than drawing all kinds of media -and always drawing from still life, students are taught to draw relevant topics and to study book-based resources (vehicles, proportions of anatomy, contemporary stylings) and glean additional techniques from resources such as online tutorials.

*Prerequisite:* None

## MDA-161 AUDIO-VIDEO TECH PRODUCTION (3 Credits)

Coverage of the basics of being an A/V Technician. The course covers cabling and component interconnect as well as system design. This class will also teach the student how to provide the basic audio visual technical support needed in a typical environment.

*Prerequisite:* None

## MDA-212 DRAWING II: DRAWING FOR CREATING GRAPHIC (3 Credits)

This course focuses on teaching students how to create drawings which are specifically suited for utilization as templates for the creation of vector graphics and graphical UI elements. The ability of graphic designers to work in a program such as Adobe Illustrator to create custom graphics and icons for design workflows is a very relevant skill in contemporary design fields, where UI and UX design positions are an ever-emerging (and prosperous) position. Young designers will want to position themselves for the emerging "always-on" digital society they will be working in by learning about graphical creation for devices and media. This course will teach fundamentals of creating drawings for generating icons, graphics, UI elements, graphical suites, web-based graphics and more, suitable for a wide variety of emerging tech industries. Tools: The core tools of a class such as this are paper, sketchbooks, pencils and mechanical pencils, and various ink pens. Tracing paper is also helpful. Scanning devices should be utilized as well. Digital design tablets are not needed.

*Prerequisite:* MDA-112

## MDA-213 GRAPHIC DESIGN I: INTRO GRAPHIC DESIGN (3 Credits)

This course teaches an overview of the graphic design field and industry, introducing students to the preferred software, concepts and workflows of this industry. Specifically, students are given an introduction to design concepts such as balance, contrast, scale, proportion, typography, and composition. Software introduced are the Adobe Creative Suite (CC). Specifically Illustrator, Photoshop and InDesign. Students are given collaborative design projects to work on which introduce and reinforce the taught principles of design. Students participate in interactive lectures, group conversations, online research and study, and more. Students are taught simplified workflows for software, such as vector graphics creation, Photoshop compositing and image enhancement, page layout techniques and file export preferences.

*Prerequisite:* None

## MDA-225 GRAPHIC DESIGN II: DESIGN PRINT & MEDIA (3 Credits)

This course teaches students design principles, with corresponding software skills and workflows, for print and digital media. Students will learn how to use industry-standard design software, such as Adobe InDesign and Photoshop, to create layouts and design files for print and digital. Concept development is also taught as a core component of this course. On a per-project basis, students will begin with pencil and ink wire frame drawings and compositional sketches, before moving on to digital workflows, thus becoming experienced with a mature, healthy creative workflow that exists partly outside of the spectrum of digital software (where ideation and design strategy is key). Students will specifically learn how to create projects intended for high-end industry print output (on four-color press), as well as digital workflows intended for digital distribution or collaborative creative processes. In InDesign, students will learn about inks, resolution, graphical outputs and compositing. In Photoshop, students will learn about photographic manipulation and retouching techniques, along with compositing, masking, layer effects, and more.

*Prerequisite:* MDA-213

## MDA-236 INTRO TO DIGITAL PHOTOGRAPHY (3 Credits)

A beginning course in still/digital photography. Instruction covers basic photographic concepts, camera handling and the aesthetics of photography.

*Prerequisite:* None

**MDA-250 WRITING FOR FILM (3 Credits)**

Survey of a variety of genres developed by writers in the scripting of a film production. Emphases include both theoretical and practical concerns of this contemporary art form.

*Prerequisite:* ENG-114

**MDA-261 AUDIO PRODUCTION I (3 Credits)**

An overview of basic audio engineering, covering topics pertaining to collection and arrangement of sound within the recorded environment and basic auditory skills as they apply to the recording engineer. Must achieve a grade of C- or greater to pass.

*Prerequisite:* None

**MDA-262 LIVE AUDIO PRODUCTION (3 Credits)**

Extension of theories and techniques used in MDA-261 and application to a live sound reinforcement context. Other topics include signal flow, speaker coverage, feedback control, equipment management, amplification wattage and basic troubleshooting. Students will complete a lab component mixing live sound for Cornerstone events.

*Prerequisite:* MDA-261 or MUS-171

**MDA-271 FILM/VIDEO PRODUCTION I (3 Credits)**

An exploration of the elements of video production from a theoretical and practical perspective through the three phases of production. Students will gain an understanding of the fundamental process and technology of video production through the "hands-on" application of exercises and projects.

*Prerequisite:* None

**MDA-281 AUDIO PRODUCTION II (3 Credits)**

An extension of the skills and concepts introduced in Audio Production I, as students refine and learn to apply their knowledge of audio collection, arrangement, coloring, and sweetening in a variety of production types. Both group and individual productions and the opportunity for professional critiques by Cornerstone University Radio personnel will be given. Must achieve a grade of C- or greater to pass.

*Prerequisite:* MDA-261 (or MUS-171 for music majors)

**MDA-282 FILM & VIDEO PRODUCTION II (3 Credits)**

Students apply the principles and skills of camera, lighting, sound, directing, producing, editing, etc. for a variety of non-fiction production environments and purposes. Students will work on both group and individual productions to benefit the community and communicate with their publics.

*Prerequisite:* MDA-271

**MDA-318 WRITING FOR MEDIA (3 Credits)**

A "hands-on" class where students learn the basics of broadcast writing in one semester - news writing, advertising, documentaries, and dramatic script writing. Students are able to explore where their interests and skills lie and grow in learning to express themselves in all these different forms of media writing.

*Prerequisite:* Take ENG-212 (or IDS-140 and IDS-141)

**MDA-321 SPIRITUALITY AND FILM HISTORY (3 Credits)**

The examination and analysis of the intersection between faith and cinema. Students in the course will study, deconstruct, research, and critique films for their meanings and messages while appraising their own personally held beliefs and understandings. Heavy emphasis will be placed on communicating individual perspectives in written form and group discussion.

*Prerequisite:* None

**MDA-326 GRAPHIC DESIGN III: WEB & DEVICES (3 Credits)**

This course is a partner course to Graphic Design II and teaches very similar competencies as they pertain to creative workflows and design strategies for designers that wish to develop toward web-based products and device-centric products (web sites and handheld/mobile applications). The same competencies are taught as in graphic Design II, but geared specifically toward the digital handheld spectrum. Thus, heavy emphasis will be placed on understanding design principles for digital handheld devices. Whereas Graphic Design II teaches print and digital layout, this course teaches UI and X development, an understanding of responsive design principles, graphical creation for navigation elements and iconography, and more. A similar emphasis is placed on non-digital concept creation and ideation via sketching and pen and ink drawings for concept generation.

*Prerequisite:* MDA-213 and MDA-225

**MDA-327 USER INTERFACE DESIGN (3 Credits)**

This course teaches students the concepts, mechanics and methods for designing user interfaces for mobile devices, applications and web applications. Students will utilize sketching, illustration, concept iteration and contemporary design softwares to design user interface elements and UI layouts.

*Prerequisite:* Take MDA-213 and MDA-225

**MDA-341 ADVANCED PRODUCTION I (3 Credits)**

These topic classes allow students to explore their selected genre through readings, viewings and practical assessment items. Topics include music videos, corporate videos, experimental film, multi-cam, documentary and fictional dramatic productions. The mid-semester productions assessment will be a generalist film project where students demonstrate proficiency in all the roles. Depending on the scope, the final assessment film will be group oriented with students demonstrating excellence in more specialist roles.

*Prerequisite:* MDA-282

**MDA-342 ADVANCED PRODUCTION II (3 Credits)**

These topic classes allow students to explore their selected genre through readings, viewings and practical assessment items. Topics include music videos, corporate videos, experimental film, multi-cam, documentary and fictional dramatic productions. The mid-semester productions assessment will be a generalist film project where students demonstrate proficiency in all the roles. Depending on the scope, the final assessment film will be group oriented with students demonstrating excellence in more specialist roles.

*Prerequisite:* MDA-282

**MDA-361 AUDIO MEDIA PRODUCTION (3 Credits)**

This course explores the role of audio outside of music and film production. Students will undertake production pods which will examine audio production in relationship to radio, theatre, streaming/podcasting and new media technologies such as video games, audio books and social media applications.

*Prerequisite:* Take MDA-261

**MDA-363 AUDIO / POST PRODUCTION (3 Credits)**

Examination of the fundamentals of sound for motion pictures covering the evolution of sound technology through to advanced surround sound editing and foley construction.

*Prerequisite:* MDA-261

**MDA-365 FILM & VIDEO PRODUCTION LABS (3 Credits)**

This course develops student's applied knowledge and skills in the areas of preproduction, production and post-production. Topics will include the abilities required to become a well rounded video production professional such as scheduling, budgeting, project development, preparation for principal photography, advanced cinematography, camera operation, lighting, editing, post-production workflows and sound design. Emphasis will be placed on each student's technical and professional proficiency in these topics.

*Prerequisite:* Take MDA-282

**MDA-366 ADVANCED LIVE AUDIO PRODUCTION (3 Credits)**

This course serves as an extension of theories and techniques introduced in MDA-262, developing student's abilities to plan, troubleshoot and execute in a live sound production environment. Topics include system design, acoustic considerations of an environment, mixing and mic techniques.

*Prerequisite:* Take MDA-262

**MDA-367 ADVANCED STUDIO TECHNIQUES (3 Credits)**

This course covers advanced topics in audio mixing, mastering and studio music production. Students will explore technical and artistic approaches to the post mixing process, advanced Pro Tools functions, listening capabilities and audio engineering. Topics will include applying signal processing to enhance audio material, noise reduction techniques, manual gain riding, quality control, disc/electronic delivery preparation, enhancing the stereo field of a master and cutting edge filtering and fading techniques all as they relate to studio music production.

*Prerequisite:* Take MDA-281

**MDA-379 CORNERSTONE UNIV PRODUCTION COMPANY (1 Credit)**

Students will engage in real world projects for the university, non-profits or paying clients. Direct supervision will be given by a coordinator who can manage the production process, equipment needs, and quality control. Students may take the class up to a maximum of four times.

*Prerequisite:* Junior or Senior status required

**MDA-380 INTERNSHIP (1-6 Credits)**

Practical work experience using audio, film or video skills in an appropriate setting relevant to the student's area of emphasis.

*Prerequisite:* Junior or Senior status required

**MDA-400 CAPSTONE SEM: MEDIA STUDIES (3 Credits)**

This course is the senior capstone for students majoring in Audio Production, Digital Media, Film and Video Production and Graphic Design. The course addresses the intersection of Christian worldview and media theory and practice as well as ethical issues related to media production. Attention is also given to key issues related to the transition from university to professional work, including self-employment, portfolio development and collaboration in media-related fields. Students engage in the process of vocational self-evaluation and collaborative project management, producing a capstone project and portfolio reflecting the knowledge, values and skills developed through their coursework.

*Prerequisite:* None

**MDA-426 GRAPHIC DESIGN IV: COMPRHN CONCNT DESIGN (3 Credits)**

This course teaches higher-level design strategies and techniques to students in the Graphic Design concentration at Cornerstone. Building upon previous coursework, students in this course will create three major projects; one for print, one for the web and one for user interface. This is the highest-level course so students will be expected to create fully fleshed-out projects, complete from concept to execution, including preliminary drawings, all layout, accompanying graphics, and compositions. The three projects are: A 5-page print magazine with graphics, a three-page website for a technological product, and a user interface for a new breed of automobile. Students will work in small groups for one project and individually on the other two. Students are expected to have excellent typography, design skills, branding, iconography and Etc.

*Prerequisite:* MDA-326, MDA-225

**MDA-441 ADVANCED PRODUCTION III (3 Credits)**

These topic classes allow students to explore their selected genre through readings, viewings and practical assessment items. Topics include music videos, corporate videos, experimental film, multi-cam, documentary and fictional dramatic productions. The mid-semester productions assessment will be a generalist film project where students demonstrate proficiency in all the roles. Depending on the scope, the final assessment film will be group oriented with students demonstrating excellence in more specialist roles.

*Prerequisite:* MDA-282

**MDA-442 ADVANCED PRODUCTION IV (3 Credits)**

These topic classes allow students to explore their selected genre through readings, viewings and practical assessment items. Topics include music videos, corporate videos, experimental film, multi-cam, documentary and fictional dramatic productions. The mid-semester productions assessment will be a generalist film project where students demonstrate proficiency in all the roles. Depending on the scope, the final assessment film will be group oriented with students demonstrating excellence in more specialist roles.

*Prerequisite:* MDA-282

**MDA-485 COMMERCIAL MUSIC PRODUCTION (3 Credits)**

A comprehensive exploration of the techniques and processes used in the commercial music industry to develop a song from an initial songwriting demo into a competitive master recording. Students will explore the songwriting, preproduction, recording, mixing, and mastering processes through their own individual productions.

*Prerequisite:* MDA-367; Junior/Senior status.

*Prerequisite:* MDA-367

**MDA-487 AVL SYSTEMS DESIGN & INTEGRATION (3 Credits)**

An examination of the techniques and principles used to design AVL systems for varying scales of live events. Students will explore techniques to design and tune audio reinforcement systems, design projection and complex video-switching systems, and design lighting rigs, utilizing software for previsualization and evaluation. Pre-requisite: Junior/Senior status

*Prerequisite:* None

**MDA-490 INDEPENDENT STUDY (1-3 Credits)**

An independent project-related course. Students work closely with a professor in the choosing of a topic, its design, and in the developing of a plan for its completion.

*Prerequisite:* None