

**MASTER OF FINE ARTS IN MEDIA ARTS AND TECHNOLOGY**

**Creative and Strategic Media Track (42 Credits)**

Student:	DU ID #
Advisors: <input type="checkbox"/> Prof. Maggie Patterson   <input type="checkbox"/> Dr. Zeynep Tanes-Ehle	Semester:

Program Core Requirements (15 Credits)

Course #	Title	Sem Offered	Sem Taken	Grade
DMA 501	Introduction to Media Design	Fall		
MDIA 565	Ethical issues in Media	Spring		
MDIA 567	Research Methods	Fall		
MDIA 582	Legal Issues in Media	Fall		
MDIA 700	Thesis/Project	Fall/Spring		

Creative and Strategic Media Track Core Requirements (18 Credits)

MDIA 541	Media Writing	Spring		
DMA 505	Graphic Design Process	Fall		
MDIA 517	Critical Studies in Media (even years)	Spring		
MDIA 568	Seminar: Media Entrepreneurship (odd years)	Spring		
MDIA 501	Workshop: Creativity in Media (odd years)	Fall		

A Team Project Course. Students choose **one** of the following (3 Credits)

ADPR 518	Public Relations Campaigns	Spring		
ADPR 519	Advertising Campaigns, Writing, and Production	Spring		
JOUR 571	Investigative Reporting	Spring		
JOUR 569	Magazine Journalism	Fall		
MDIA 584	Media Lab	Spring		

Electives (9 Credits)


Fall 1: \_\_\_\_\_ Date: \_\_\_\_\_ Spring 1: \_\_\_\_\_ Date: \_\_\_\_\_  
 Fall 2: \_\_\_\_\_ Date: \_\_\_\_\_ Spring 2: \_\_\_\_\_ Date: \_\_\_\_\_

## MASTER OF FINE ARTS IN MEDIA ARTS AND TECHNOLOGY CREATIVE AND STRATEGIC MEDIA

### PROJECT /THESIS

**MDIA 700 Project (3 credits):** The Capstone Project consists of an individual project focused on a subject of the student's choice. The student works with an advisor to conceptualize and execute a project that should incorporate various media platforms such as written text, explanatory graphics, video or audio productions, and interactive materials. This project should be completed over at least two semesters: In their first semester, students attend a seminar style course to develop their individual capstone projects. When the advisor accepts the proposal, the student obtains an In Progress (IP) grade. In the following semester(s), the student executes and completes the project within a maximum of two years.

**-OR-**

**MDIA 700 Thesis (3 credits):** Thesis students are exempted from the Capstone Project requirement. Each thesis student works with a three-person committee to conduct academic or applied media research. Thesis should be completed over two semesters and meet the university deadlines for thesis defense and deposition: In their first semester the student writes a thesis proposal. Upon proposal approval from the committee, the student obtains an In Progress (IP) grade. In the following semester(s), the student collects and analyzes data/documents to complete, defend, and deposit the thesis within a maximum of two years.

**Note:** Each semester until students complete the project or thesis they register for GRAS 700 (Continuous Registration Fee). Registration for Continuous Registration (GRAS 700) is restricted. Students must request registration by sending an email to the Graduate School Office and the MEDIA Department Graduate Director.

### CREATIVE AND STRATEGIC MEDIA SUGGESTED ELECTIVES

- ADRP 513 Non-profit Public Relations
- ADPR 515 Public Relations Strategies and Case Studies
- ADPR 518 Public Relations Campaigns
- ADPR 519 Advertising Campaigns, Writing, and Production
- ADPR 520 Special Event and Design Management
- ADPR 528 Advertising Strategies and Case Studies
- ADPR 566 Public Relations Writing
- ADPR 603 Social Media and Digital Marketing
- ADPR xxx Interactive Media Marketing
- DMA 505 Graphic Design Process
- DMA 583 Photography Studio
- JOUR 571 Investigative Reporting
- JOUR 560 Multiplatform Editing
- JOUR 569 Magazine Journalism
- JOUR 594 Media in American History
- MDIA 521 Sex, Myth, and Media

### Elective options from outside the Media Department

- ENGL 537 The Personal Essay
- ENGL 537 Writing for Trade Publications/Feature Writing
- ENGL 566 Literary Theory
- ENGL 568 Public Writing and Writing Publics
- ENGL 572 Writing for Digital Media

## **MASTER OF FINE ARTS IN MEDIA ARTS AND TECHNOLOGY CREATIVE AND STRATEGIC MEDIA COURSE SEQUENCE**

We suggest but do not require that students take courses in the Tier One level before enrolling in Tier

Two courses

### **Tier One courses**

- DMA 501 Introduction to Multimedia Technology
- MDIA 565 Media Ethics Theory and Practice
- MDIA 541 Media Writing
- DMA 522 Visual Design and Layout
- MDIA 517 Critical Studies in Media
- MDIA 567 Research Methods

### **Tier Two courses**

- MDIA 582 Legal Issues in Media
- MDIA 568 Seminar: Media Entrepreneurship
- MDIA 5xx Workshop: Creativity in Media
- A Team Project Course. Students choose one of the following
  - ADPR 518 Public Relations Campaigns
  - ADPR 519 Advertising Campaigns, Editing, and Production
  - JOUR 571 Investigative Reporting
  - JOUR 569 Magazine Journalism
  - MDIA 584 Media Lab

These courses will be taken last:

- MDIA 700 Project (3 credits): The Capstone Project consists of an individual project focused on a subject of the student's choice.
- OR-
- MDIA 700 Thesis (3 credits): Thesis students are exempted from the Capstone Project requirement. Each thesis student works with a three-person committee to conduct academic or applied media research.