

# MEDIA ARTS AND FILMMAKING (MARS)

## **MARS-1020 Story: Pre-production Methods and the Art of Story in Motion Media**

**3 Credits**

Study dramatic theory while writing an original script. Explore cultural uses of storytelling. Take real-life scenarios and respond to them with arguments constructed by the traditional elements of drama. Learn to write outlines, log lines, treatments, and character descriptions. Discuss facets of pre-production. Learn the organizational tools and techniques used in film industry to prepare a script for production.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): ENG-0990 Language Fundamentals II, or appropriate score on English Placement Test.*

## **MARS-1120 Media Arts and Studies Colloquium**

**1 Credit**

Introduces students to leading local and national practitioners in media arts and filmmaking. Industry professionals representing the filmmaking, commercial production, corporate, non-profit and entertainment industries present specific case histories. Expand your professional network while researching your own creative career path.

*Lecture: 1 hour*

*Prerequisite(s): ENG-0990 Language Fundamentals II, or appropriate score on English Placement Test.*

## **MARS-1180 Introduction to Media Arts and Filmmaking**

**3 Credits**

Provides a technical foundation for further study and practice in the art and technology of digital filmmaking. Analysis of examples of visual storytelling with regard to how lighting, color palette, picture composition, sound, performance, staging, editing and graphics work in concert to communicate theme. Hands-on instruction in producing and maintaining desired image and sound quality in production and post-production. Introduces the three phases of a media production: pre-production, production, and post-production.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): None. OAN and CTAN Approved: OCM008 and CTMDA003.*

## **MARS-1813 Special Topics: Photographic Explorations for Aspiring Filmmakers**

**3 Credits**

Through the completion of photography and digital imaging projects, students acquire skills in camera operation, lighting, picture composition and finishing to prepare for future Media Arts and Filmmaking classes in Cinematography, Visual Effects, and Motion Graphics. Introduction to equipment checkout, camera operation and lenses, picture composition, visual narrative, quality of light, lighting instruments and modifiers, digital imaging and design elements.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): Concurrent enrollment in MARS-1180 Introduction to Media Arts and Filmmaking; or departmental approval.*

## **MARS-1820 Independent Study: Media Arts and Filmmaking**

**1-3 Credits**

Directed individual study. Study/Research title and specific content arranged between instructor and student (see Credit Schedule of classes for current offerings). May be repeated for a maximum of six credits of different topics.

*Lecture: 1-3 hours*

*Prerequisite(s): Departmental approval and instructor approval, and ENG-0990 Language Fundamentals II or appropriate score on English Placement Test.*

## **MARS-2110 Editing**

**3 Credits**

Basic motion media editing using industry standard, non-linear, editing software and hardware. Students will learn the basic concepts and techniques used to edit a project from the organizational phase through fine-tuning a completed project including delivery.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): MARS-1180 Introduction to Media Arts and Filmmaking or departmental approval.*

## **MARS-2120 Advanced Editing**

**3 Credits**

Advanced motion media editing using industry standard, non-linear, editing software and hardware. Builds upon concepts introduced in prerequisite coursework including the basics in motion media editing using industry standard, non-linear, editing software and hardware. Concepts and techniques used to edit a project from the organizational phase through fine-tuning a completed project including delivery.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): MARS-1180 Introduction to Media Arts and Filmmaking, and MARS-2110 Editing.*

## **MARS-2180 Digital Cinematography**

**3 Credits**

Focus on issues facing cinematographers, camera operators, digital imaging technicians, and others working in digital cinematography. Basic introduction to microphones and sound recording. Discussion of current options in acquisition format for digital filmmaking. Introduction to crew roles and set etiquette. Hands-on experience in using a variety of lighting instruments to produce desired effects. Emphasis on the practical use of light, color, picture composition, and camera movement to communicate a mood and tell a story.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): MARS-1180 Introduction to Media Arts and Filmmaking, and VCPH-1261 Photography I, or concurrent enrollment; or departmental approval.*

## **MARS-2220 Advanced Crew and Set Operations for Motion Media**

**3 Credits**

Learn to work as a skilled crew member to a film or video production on location and/or soundstage environment.

*Lecture: 1 hour. Laboratory: 6 hours*

*Prerequisite(s): MARS-2180 Digital Cinematography; or departmental approval.*

**MARS-2280 Short Films: Exploring Genre & Technique**  
**3 Credits**

Intensive, intermediate-level course in scripting, directing, and editing short films with a focus on genre. Participate in acting and directing exercises designed to evoke believable performances on screen. Editing approaches to narrative and experimental film are examined in relation to film theory and conventions of genre. Emphasis on expanding global awareness through examination of genre-specific themes, characters, and archetypes in international film. Exploration of the relationship between main-stream media production and the avant-garde. Application of practical methods of collaboration in professional filmmaking and media production.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): MARS-2180 Digital Cinematography, or departmental approval.*

**MARS-2380 Visual Effects**  
**3 Credits**

Focus on planning, producing and editing visual effects for motion media. Digitally combine multiple motion and graphic sources to create convincing moving image composites. Emphasis on shot composition, matching lighting and color, focus, depth of field, camera angles and movement. Hands-on projects involve green screen filming, motion mattes, vector-based animation for mattes, titles and motion graphics, rotoscoping and digital painting.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): VCPH-1450 Digital Imaging I.*

**MARS-2480 Motion Graphics**  
**3 Credits**

Focus on combining visual elements from a variety of sources into a composite motion graphic. Projects include film titles, logo animation, broadcast graphics, and kinetic digital display. Emphasis on the interplay of typography, animated graphics, movie clips and sound. Exploration of the literal and stylistic communication of meaning through interaction of type and image.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): VCPH-1450 Digital Imaging I, and MARS-1180 Introduction to Media Arts and Filmmaking, or departmental approval.*

**MARS-2620 Applied Integrated Media (AIM) I: Real World Pre-production**  
**3 Credits**

Practical experience in a real-world pre-production environment. Skills learned in Story and related technical classes are applied to an actual communications mission. Students take on roles as members of the pre-production team as they cover all facets of planning and pre-production for a major motion media project. Diverse media projects may include: advertising/public service campaigns, feature films, documentaries, media-centered performances, or media installations.

*Laboratory: 6 hours*

*Other Required Hours: Seminar: 1 hour a week.*

*Prerequisite(s): MARS-1180 Introduction to Media Arts and Filmmaking, and MARS-1020 Story: Pre-production Methods and the Art of Story in Motion Media; and departmental approval.*

**MARS-2680 Digital Cinematography II**  
**3 Credits**

Focus on advanced issues facing directors of photography working in digital formats both in the studio and on location. Study of current acquisition formats for motion media productions and their limitations vs. advantages. Gain professional level competency in controlling lighting instruments and cameras, to produce desired effects for a variety of productions. Emphasis on practical use of light, color, picture composition, lens choice and camera movement to communicate a mood or theme, and how the craft of cinematography is used as a storytelling device.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): MARS-2180 Digital Cinematography*

**MARS-2720 Applied Integrated Media (AIM) II: Real World Production and Post-Production for Motion Media**  
**3 Credits**

Application of skills learned in introductory media arts courses and related technical classes to a motion media production. Collaborate on a project as a member of a student-lead production team. Project may include: advertising/public service campaigns, short or feature film, documentary, media-centered live performance, or media installation. Course may be repeated once for up to six credits.

*Laboratory: 6 hours*

*Other Required Hours: Seminar: 1 hour per week.*

*Prerequisite(s): MARS-2620 Applied Integrated Media (AIM) I: Real World Pre-production, or departmental approval: permission of instructor.*

**MARS-2780 Motion Graphics II**  
**3 Credits**

Focus on technical proficiency in industry-standard motion graphics software application. Builds upon concepts and techniques introduced in MARS-2480 Motion Graphics.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): MARS-2480 Motion Graphics, or departmental approval.*

**MARS-2820 Advanced Independent Study/Research in Media Arts and Filmmaking**  
**1-3 Credits**

Directed individual advanced study. Study/research title and specific content arranged between instructor and student (see Credit Schedule of classes for current offerings). May be repeated for a maximum of six credits of different topics.

*Lecture: 1-3 hours*

*Prerequisite(s): Departmental approval and instructor approval, and ENG-0990 Language Fundamentals II or appropriate score on English Placement Test.*

**MARS-2940 MARS Field Experience**  
**1-2 Credits**

Planned activity within the professional community, which relates to students' occupational objectives. Experience would reinforce classroom/lab skills. May be repeated for a maximum of six credits with departmental approval.

*Other Required Hours: Field Experience: 12 hours per week per credit hour.*

*Prerequisite(s): Departmental approval.*

**MARS-2990 Media Arts and Filmmaking Professional Prep and Portfolio Review**  
**2 Credits**

Capstone Course. Preparation to interview for jobs within the field of motion media, along with professional resume and portfolio development for completion. Focuses on individual attributes in presentation skills and creativity. Students refine their best work completed during the program, adding items that might enhance their transfer into the job market.

*Lecture: 1 hour. Laboratory: 2 hours*

*Prerequisite(s): Concurrent enrollment in MARS-2720 Applied Integrated Media (AIM) II: Real World Production and Post-Production for Motion Media, or departmental approval.*