2019-20 Annual Program Assessment Report Guide

Please submit your report to your department chair or program coordinator, the Associate Dean and Dean of your College, and to james.solomon@csun.edu, Director of the Office of Academic Assessment and Program Review, by September 30, 2020. You may, but are not required to, submit a separate report for each program, including graduate degree programs, which conducted assessment activities, or you may combine programs in a single report. Please include this form with your report in the same file and identify your department/program in the file name. Please do not change the date on the form, and be sure to check that your report is ADA accessible.

College: Mike Curb College of Arts, Media, and Communication
Department: Cinema and Television Arts
Programs: Film Production Option, Television Production Option, and Emerging Media Production Option
Assessment liaison: Joel Krantz, Michael Johnson, and Erik Boccio

1. Please check off whichever is applicable:
   A. _____ Measured student work within program major/options.
   B. _____X____ Analyzed results of measurement within program major/options.
   C. ________ Applied results of analysis to program review/curriculum/review/revision major/options.
   D. _________ Participated in the 2019-20 assessment of General Education Section D: Social Sciences and U.S. History and Government student learning outcomes

2. Overview of Annual Assessment Project(s). On a separate sheet, provide a brief overview of this year’s assessment activities, including:
   • an explanation for why your department chose the assessment activities (measurement, analysis, application, or GE assessment) that it enacted
   • if your department implemented assessment option A, identify which program SLOs were assessed (please identify the SLOs in full), in which classes and/or contexts, what assessment instruments were used and the methodology employed, the resulting scores, and the relation between this year’s measure of student work and that of past years: (include as an appendix any and all relevant materials that you wish to include)
   • if your department implemented assessment option B, identify what conclusions were drawn from the analysis of measured results, what changes to the program were planned in response, and the relation between this year’s analyses and past and future assessment activities
   • if your department implemented option C, identify the program modifications that were adopted, and the relation between program modifications and past and future assessment activities
   • if your program implemented option D, exclusively or simultaneously with options A, B, and/or C, identify the GE learning outcomes assessed, the assessment instruments and methodology employed, and the resulting scores
   • in what way(s) your assessment activities may reflect the university’s commitment to diversity in all its dimensions but especially with respect to underrepresented groups
   • any other assessment-related information you wish to include: e.g. SLO revision (especially to ensure continuing alignment between program course offerings and both program and university student learning outcomes) and the creation or modification of new assessment instruments


Prepared by Joel Krantz, Michael Johnson, and Erik Boccio
Overview of the Department of Cinema and Television Arts Annual Assessment Activities
For the 2019-20 academic year, the Dept. of Cinema and Television Arts (CTVA) assessment activities occurred in the following areas:

- Department of CTVA completion of EO1071 program modifications (continued from previous academic year)
  - Media Theory and Criticism (awaiting final EPC approval - Fall 2020)
  - Emerging Media Production (new curriculum effective Fall 2019)
  - Film Production Option (new curriculum effective Fall 2019)
  - Television Production Option (new curriculum effective Fall 2019)
  - Screenwriting Option (new curriculum effective Fall 2018)
  - Entertainment Media Management (new curriculum effective Spring 2019)
- GE Assessment: Section D (Social Sciences, U.S. History, and Government)
  - No courses in the Dept. of CTVA
- Film Production Option Assessment
- Television Production Option Assessment
- Update on high D,F,W rates and GPA Achievement Gaps in the Dept. of CTVA
- Student/Full-Time CTVA Faculty Ratios (updated data)
- Assessment plans for AY 2020-21

Note: To make the Dept. of CTVA’s assessment efforts more productive and efficient, we have decided to place all six of the department’s undergraduate Options and Graduate MFA Screenwriting Program on a rotating schedule, where we alternate between focusing our assessment efforts on the Production Options (Film, Television, and Emerging Media) for one academic year, and then switch to focusing our assessment efforts on our Non-Production Options (Screenwriting, Entertainment Media Management, Media Theory and Criticism, and our Graduate MFA Screenwriting program) the following academic year. We would continue this alternating assessment schedule for all successive academic years. For this 2019-20 assessment report, we will be concentrating on the Dept. of CTVA’s Production Options.

Department of CTVA Program Modification for the Production Options
During the 2019-20 academic year, the Emerging Media Production Option, Film Production Option, and Television Production Option received final approval for their curriculum changes, with the new curriculum becoming effective in the Fall 2020 semester.

The Film Option final Program modifications included correcting a problem where an excessive number of incompletes are assigned for the capstone class, **CTVA 452: Senior Film Project** (3 units). The issue is that for most students, it is not possible to write, plan, shoot, edit, and completely finish a short 15-minute film in one single semester as required by the class. This problem has been corrected by splitting the class...
into two consecutive semester classes (CTVA 452A, 2-units, followed by CTVA 452B, 1-unit). Also, an additional required 3-unit class, CTVA 453: Advanced Film Production was added to the Film Program, allowing more time to teach our film students post production finishing workflows.

The Television Production Option’s program modifications included creating two separate pathways of concentration, the Documentary Pathway and the Scripted Narrative Pathway. There was also a Television portfolio that was introduced this Fall 2020 semester for the Scripted Narrative Pathway only that will allow the Television Production Option to better manage their enrollment numbers while allowing them to select and admit the highest caliber student applicants.

The Emerging Media Production Option changed their name (formerly called the Multimedia Production Option) and made the most extensive changes to their Program of study, with nearly all of the required upper division courses new courses. These changes were required in order to revamp and re-focus the option, allowing the students to study and produce some of the newest, cutting edge media production formats, including AR (Augmented Reality), VR (Virtual Reality), and 360-degree audio/video. We are excited about all of the changes that were made to the Emerging Media Production Option and look forward to experiencing the new media productions that will be created by our students.

Note: The complete revised programs of study that were approved and now appear in the CSUN University Catalog for the Film, Television, and Emerging Media Production Options can be found in Appendix A: CTVA Production Options Programs of Study, on page 11 of this report.

**GE Assessment: Section D (Social Sciences, U.S. History, and Government)**

The Department of CTVA has no GE Section D classes.

**Dept. of CTVA Production Option-Specific Assessment Activities**

Note: All of the assessment instruments that were developed for both the Film Production Option and the Television Production Option uses Dept. of CTVA SLOs #4 and #5 (listed below).

**Current Department of CTVA Student Learning Outcomes (SLOs)**

Listed below are the Dept. of CTVA revised SLOs that were discussed and ratified by the full faculty at a faculty meeting on September 24, 2018.

At the end of a program of study, students should (as reflected by the curriculum in their individual Option) be able to:

1. Identify and critically analyze the fundamental components and aesthetics of audio-visual storytelling.
2. Develop and write scripts for fiction and non-fiction audio-visual productions.
3. Demonstrate knowledge of historical, cultural, critical, theoretical and emergent aspects of media arts.

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4. Demonstrate the skills necessary to manage entertainment business structures and to produce, research, and/or present an entertainment industry or other media project.
5. Demonstrate the skills, knowledge, and problem-solving abilities that are pertinent in a professional setting.

Film Production Option Assessment
The Film Production Option completed revisions to their 50-question multiple choice assessment instrument that tests the Film Production knowledge of their students. The assessment instrument is used to measure and compare the student knowledge base when students first enter the Film Production Option, compared to their knowledge base at the conclusion of their studies, using the gateway Film Production class (CTVA 250: Fundamentals of Film Production) and the capstone Film Production class (CTVA 452: Senior Film Projects). The revised assessment exam was assigned to the students of the CTVA 452: Senior Film Projects class at the end of the Spring 2020 semester. Out of 50 students in the class, 28 students (or 56%) completed the assessment exam, with a high score of 94%, and an average score of 77% (see Figure 1 below). When looking at the scores, we found a couple of concerning issues. First, three students out of the 28 students who took the exam did not attempt to answer any of the questions at all, so they all scored a 0%, which lowered the overall average score for all students. This tells us that these students did not take the exam seriously, since they made no effort to answer the questions. Second, when looking at the individual question responses, there were a total of 11 questions that were incorrectly answered by the majority of the students (more than 70%), which tells us that either the students were not being taught the information contained in the questions, the information was taught but it isn’t being retained or reinforced in later classes, or the question wording needs improvement. Finally, since 22 students (or 44%) in the class did not take the exam, we are missing a large amount of test data from these students. The Film Production Option plans to review the question bank in the exam to ensure that the wording and the questions are a valid reflection of what the Film Production Options are expected to know. When we administer the assessment exam again at the end of the Fall 2020 semester to the capstone class of students, and the gateway class of students in Spring 2021, we plan to make it clear to our faculty and students that all students must take the exam and answer all questions to the best of their ability, without books, notes, or Internet searches. This will be more challenging due to remote Zoom class instruction due to the COVID-19 Pandemic.
Emerging Media Production Option Assessment
During the 2019-20 academic year, the Emerging Media Production Option continued to address and submit revisions to their program modification, required by both the College and University Curriculum committees. The Emerging Media Production Option’s new program modifications were approved and became effective Fall 2020. The new revamped curriculum was designed to take advantage of the latest AR/VR technologies as well as 360 video/audio. Now that these changes have been completed, discussions are now being held to determine the best assessment instruments for the Option. Conducting assessment activities in the Emerging Media Option is complicated by the fact that we have only one full-time faculty member in the Option who serves as Option Head and is also currently a 4th year tenure track faculty member.

Television Production Option Assessment
During the 2019-20 academic year, the Television Production Option completed the creation of a 50-question multiple choice assessment instrument that tests the Television Production knowledge of their students. The assessment instrument will be used to measure and compare the knowledge gained between the gateway Television Production class (CTVA 240: Fundamentals of Video Production) and the capstone Television Production class (CTVA 442: Television Thesis Production). The assessment instrument was first piloted this Fall 2020 semester, when it was assigned to two separate sections of CTVA 240 (48 total students) and one section of CTVA 442 (24 total students). Unfortunately, the teachers of the CTVA 240 and CTVA 442 classes did not adequately communicate to their students the purpose and importance of the assessment exam, because out of 72 total students, only five students completed the assessment exam, and all of the five students who completed the exam had a perfect score of 100%, which tells us that the students probably looked up answers to the questions, which invalidates our scoring data. We believe that part of the confusion was due to the fact that the instructions and purpose of the assessment exam
was not being clearly communicated to both the teachers and the students, coupled with the remote instruction and testing due to the COVID-19 Pandemic. We plan to administer the Television assessment again at the end of this Fall 2020 semester with the capstone Television Production class (CTVA 442: Television Thesis Production) and at the start of the Spring 2021 semester with the gateway Television Production class (CTVA 240: Fundamentals of Video Production), making sure that we clearly communicate to the instructors and students the importance of everyone participating and making sure that the exam is completed without books, notes, or Internet searches.

**Update on Dept. of CTVA High D,F,W Courses**

In previous year’s Dept. of CTVA Assessment Reports, we discussed the fact that there were a number of CTVA courses that had unacceptably high D-F-W rates when looking at the averages from years 2011-16. In this current 2019-20 assessment report, we looked specifically at all Dept. of CTVA courses with D-F-W rates above 15% for the years 2017-19 (see Figure 2 below). When looking at the most recent data for 2019, we see only two courses in the Spring 2019 semester with D-F-W rates above 15% (CTVA 410-17% and CTVA 413-16%), and no courses above 15% for the Fall 2019 semester. Similarly, we see only one course in the Spring 2018 semester with D-F-W rates above 15% (CTVA 309-17%), and no courses above 15% for the Fall 2018 semester. While we would ideally like to see no courses with D-F-W rates above 15% in all semesters, we do feel encouraged that we are seeing improvements in the years 2018-19, when compared to 2017, where we had 3 courses with D-F-W rates above 15% in the Spring 2017 semester (CTVA 361-22%, CTVA 480-20%, and CTVA 305-19%), and one course above 15% in the Fall 2017 semester (CTVA 210-19%). Also in Figure 2, we are encouraged to see that none of our CTVA Common Core courses (shaded in Green) have D-F-W rates above 15% in the years 2018-19. This is important, because the Common Core Classes are taken by all of our Dept. of CTVA majors, so having high D-F-W rates in these courses would be especially problematic, since it would affect a larger number of our majors, creating course bottlenecks and delaying our student’s time to graduation. Although we are gratified to see progress being made, we know that more work is still needed. The Dept. of CTVA is continuing to plan and implement other interventions and techniques that will help us see even more improvement. We continue to stress to all of our teaching faculty that as soon as students start to show signs of poor performance in their classes, they must reach out to the students immediately to offer extra help and intervene in whatever ways are necessary, so that student performance can be improved before it is too late. These types of interventions are simple and have been proven effective.

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Another area of student performance that we continue to monitor are the Dept. of CTVA courses that have large GPA Achievement Gaps when comparing URM students to Non-URM students. In Figure 3 (shown below), we are concerned to see that in the list of Dept. of CTVA courses with the highest GPA Gaps, three out of ten of those courses are CTVA Common Core classes (CTVA 480 - 0.38 Course GPA Gap, CTVA 210 - 0.35 Course GPA Gap, and CTVA 100 - 0.31 Course GPA Gap). While we have seen some improvement in these numbers from prior years, any course GPA gap that exists at all between URM and Non-URM students is unacceptable, and must be corrected. We continue to look for ways to improve these numbers, including offering peer mentoring, faculty interventions, and employing innovative, high impact teaching practices.
Figure 3: AY 2019 Dept. of CTVA GPA Achievement Gaps: URM vs. Non-URM
Source: CSUN Dashboards

**Student-Full-Time Faculty Ratios**
Another factor that affects our ability to teach and carry out all of the essential duties in our department (including assessment) is the large student/faculty ratios that exist in our department. The Dept. of CTVA needs more full-time faculty to work with our students. This would help
with our program assessment efforts as well as provide much needed help to our full-time faculty, who are feeling overworked and underappreciated. Referring to Figure 4 (below), the Dept. of CTVA had a Student/FT Faculty ratio of 112.6 in this current Fall 2020, which is the highest Student/FT Faculty ratio of any other department in the Mike Curb College. Our faculty/student ratios continue to worsen each year and have been exacerbated with the recent retirement of Professors Eric Edison and Thelma Vickroy this Fall 2020 semester. The Dept. of CTVA’s Student/FT Faculty ratio is over twice the number of all other departments in our college. Several years ago, the Department of CTVA became impacted, which was supposed to help reduce and manage our enrollment numbers. Impaction is NOT working, as our enrollment numbers continue to rise. The methods and formulas that the university is currently using to calculate the number of Tier 1 and Tier 2 accepted freshman and junior transfer students into our department is not adequately managing our enrollment numbers. Improving our Student/FT Faculty ratio is critically important to educating and advising our students as well as planning and implementing meaningful assessment activities in our department. We continue to advocate for more tenure-track full-time hires, but sadly the full-time hires that we have been granted so far have not been sufficient to improve our Student/FT Faculty ratios. Just to illustrate the point further, if our fulltime faculty was doubled from its current number of 16 to 32 faculty members, we would still have the highest student/faculty ratio when comparing the Dept. of CTVA to all other departments in the Mike Curb College. This is not acceptable. We desperately need more tenure line faculty hires.

<table>
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<tr>
<th>DEPARTMENT</th>
<th>STUD TOT*</th>
<th>FT FAC</th>
<th>STUD/FAC RATIO</th>
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</table>

Figure 4: Fall 2020 Full-Time Student/Faculty Ratios Across Mike Curb College

Source: CSUN Dashboards

* Student totals listed use Fall 2019 census data, since 2020 data was not available at the time of this writing.
Preview of Planned Dept. of CTVA Assessment Activities for 2020-21

Future assessment plans for the 2020-21 academic year include:

- Continue addressing and reducing problems with high D,F,W rates and GPA Gaps in all of our courses in the Department of Cinema and Television Arts, especially in the common core curriculum.

- Have each Option re-evaluate, revise, and implement the very best assessment instruments for their Option. Yearly assessment will alternate between the three production Options (Film Production, Television Production, Emerging Media Production) and the four non-production Options (Entertainment Media Management, Screenwriting, Media Theory and Criticism, and the MFA Screenwriting Program) using their SLOs.

- Communicate and create indirect assessment data by surveying our student alumni and industry professionals.

- Encourage more faculty to adopt and use Canvas in order to simplify access to student assignments, quizzes, and exams.

- Continue to work with the full-time and part-time faculty to encourage them to utilize high impact teaching practices and to intervene early with low performing students in their classes. Encourage all faculty to attend external and internal workshops and training about high impact teaching practices and student engagement, including utilizing technology in the classroom (where appropriate). This is especially important given our mandate to conduct remote classes in the Fall 2020 and Spring 2021 semesters due to the COVID-19 Pandemic.

- Continue to plan, design, use, and implement new and improved assessment instruments that can be used across all of our undergraduate and graduate CTVA Options and programs of study.
Appendix A: CTVA Production Options Programs of Study

Film Production Option Program Requirements

All lower and upper division courses taken toward completion of the CTVA major must be completed with a grade of “C” or better. In addition, students intending to continue in the Film Production option must pass CTVA 250 with a grade of “B-” or better.

Note: CTVA/Film Production-Provisional majors who want to enter the upper division Film Production option curriculum must successfully complete all lower division requirements and submit a portfolio for review. Upon the approval of a portfolio by the CTVA faculty and the successful completion of the lower division requirements, a student may continue with upper division Film Production courses as a CTVA/Film Production major.

1. Lower Division Common Core (12 units)

CTVA 100 Introduction to Mass Communication Arts (3)
CTVA 210 Television-Film Aesthetics (3)
CTVA 220 Foundations of Media Writing (3)

Select one of the following production courses (3 units):

CTVA 240 Fundamentals of Video Production (3)
CTVA 250 Fundamentals of Film Production (3)
CTVA 260 Introduction to Digital Filmmaking (3)

2. Upper Division Common Core (12 units)

History

Select one of the following courses (3 units):
CTVA 305 History of Broadcasting (3)
CTVA 310 History of American Cinema (3)

Criticism
Students must take the following course (3 units):

CTVA 319 Criticism in Cinema and Television Arts (3)

Entertainment Management
Select one of the following courses (3 units):

CTVA 351 Anatomy of Film Producing (3)
CTVA 480 Electronic Media Management (3)
CTVA 482 Network Program Development (3)
CTVA 487 Social Controls and Regulation of Electronic Media (3)

Professional Preparation
Select one of the following courses (3 units):

CTVA 329A/B or CTVA 329C Program Production (3)
CTVA 494A/B Internship (1/2)

3. Film Production Option Curriculum (22 units)

Lower Division Film Option Requirement (3 units)

ART 250 Photography I (3)

Upper Division Film Option Requirements (19 units)
A. Students must take all of the following courses (13 units):

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CTVA 350 Film Directing (3)
CTVA 355 Intermediate Film Production (3)
CTVA 452A Senior Film Project I (2)
CTVA 452B Senior Film Project II (1)
CTVA 329A Program Production (1)
CTVA 453 Advanced Film Postproduction (3)

B. Skill Area (6 units)

Choose one of the following course sequences matching your skill area:

Editing Skill Area (6 units)
CTVA 352 Nonlinear Digital Editing (3)
CTVA 356 Advanced Film Editing (3)

Sound Skill Area (6 units)
CTVA 358 Advanced Film Sound (3)
CTVA 359 Postproduction Sound Design for Film and Electronic Media (3)

Cinematography Skill Area (6 units)
CTVA 357 Advanced Cinematography (3)

Upper Division Elective (3)—With advisor permission, select 3 additional CTVA upper division units.

Producing Skill Area (6 units)
CTVA 455 Principles of Production Management (3)

Upper Division Elective (3)—With advisor permission, select 3 additional CTVA upper division units.
4. General Education (48 units)

Undergraduate students must complete 48 units of General Education as described in this Catalog.

6 units are satisfied by the following courses in the major: CTVA 210 satisfies C1 Arts; and CTVA 100 satisfies E Lifelong Learning and fulfills the Information Competence requirement.

Total Units in the Major/Option: 46
General Education Units: 42
Additional Units: 32
Total Units Required for the B.A. Degree: 120
Television Production Option Program Requirements

All lower and upper division courses taken toward completion of the CTVA major must be completed with a grade of “C” or better.

Students must also submit a TV Production Portfolio. Upon approval of the portfolio by the CTVA faculty and the successful completion of all lower division requirements, a student may continue with upper division TV Production courses as a CTVA TV Production option major in either the [Scripted Narrative Pathway](#) or the [Documentary Pathway](#).

1. Lower Division Common Core (12 units)

   **CTVA 100 Introduction to Mass Communication Arts (3)**
   **CTVA 210 Television-Film Aesthetics (3)**
   **CTVA 220 Foundations of Media Writing (3)**
   **Select one of the following production courses (3 units):**

   **CTVA 240 Fundamentals of Video Production (3)**
   **CTVA 250 Fundamentals of Film Production (3)**
   **CTVA 260 Introduction to Digital Filmmaking (3)**

2. Upper Division Common Core (12 units)

   **History**
   
   **Select one of the following courses (3 units):**

   **CTVA 305 History of Broadcasting (3)**
   **CTVA 310 History of American Cinema (3)**

   **Criticism**
Students must take the following course (3 units):

**CTVA 319 Criticism in Cinema and Television Arts (3)**

**Entertainment Management**

Select one of the following courses (3 units):

**CTVA 351 Anatomy of Film Producing (3)**
**CTVA 480 Electronic Media Management (3)**
**CTVA 482 Network Program Development (3)**
**CTVA 487 Social Controls and Regulation of Electronic Media (3)**

**Professional Preparation**

Select one of the following courses (3 units):

**CTVA 329A/B or CTVA 329C Program Production (3)**
**CTVA 494A/B Internship (1/2)**

3. **Scripted Narrative Pathway (21 units)**

A. **Scripted Narrative Core Requirements (12 units):**

**CTVA 340 Advanced Video Production and Editing (3)**
**CTVA 341 Single Camera Television Production (3)**
**CTVA 346 Episodic Television Production (3)**
**CTVA 442 Television Thesis Production (3)**

B. Take one of the following courses according to skill emphasis (3 units):

**Cinematography (3 units)**
CTVA 342 Digital Cinematography (3)

Sound (3 units)

CTVA 343 Television Production Sound (3)

Editing (3 units)

CTVA 352 Nonlinear Digital Editing (3)

Producing (3 units)

CTVA 455 Principles of Production Management (3)

C. Take two of the following courses (6 units):

CTVA 359 Postproduction Sound Design for Film and Electronic Media (3)

CTVA 422 Writing the Episodic Series (3)

CTVA 440 Theory and Techniques of TV Directing (3)

CTVA 475 Audience Analysis

CTVA 480 Electronic Media Management (3)

CTVA 481 Network Practices (3)

CTVA 482 Network Program Development (3)

CTVA 487 Social Controls and Regulation of Electronic Media (3)

4. Documentary Pathway (21 units)

A. Documentary Core Requirements (15 units):

CTVA 301 Design of the Media Message (3)

CTVA 331 Producing the Documentary (3)
CTVA 341 Single Camera Television Production (3)
CTVA 416 The Documentary Tradition in Film and Video (3)
CTVA 441 Directing the TV Documentary (3)

B. Take one of the following courses according to skill emphasis (3 units):

**Cinematography**

CTVA 342 Digital Cinematography (3)

**Sound**

CTVA 343 Television Production Sound (3)

**Editing**

CTVA 352 Nonlinear Digital Editing (3)

**Producing**

CTVA 455 Principles of Production Management (3)

C. Additional Elective Units (3 units):

Select 3 additional units in CTVA or an allied field, with the approval of an advisor, as prescribed in the official departmental advisement form for Documentary Pathway.

5. General Education (48 units)

Undergraduate students must complete 48 units of General Education as described in this Catalog.

6 units are satisfied by the following courses in the major: **CTVA 210** satisfies C1 Arts; and **CTVA 100** satisfies E Lifelong Learning and fulfills the Information Competence requirement.
Total Units in the Major/Option: 45
General Education Units: 45
Additional Units: 30
Total Units Required for the B.A. Degree: 120
Emerging Media Production Option Program Description

The Emerging Media Production option includes the preproduction, production and distribution of digital material for emerging interactive media. Students acquire effective skills to develop, design and create interactive or immersive media in augmented reality, virtual reality and emerging formats.

Program Requirements

All lower and upper division courses taken toward completion of the CTVA major must be completed with a grade of “C” or better.

1. Lower Division Common Core (12 units)

CTVA 100 Introduction to Mass Communication Art (3)
CTVA 210 Television-Film Aesthetics (3)
CTVA 220 Foundations of Media Writing (3)
CTVA 260 Introduction to Digital Filmmaking (3)

2. Upper Division Common Core (12 units)

History
Select one of the following courses (3 units):

CTVA 305 History of Broadcasting (3)
CTVA 310 History of American Cinema (3)

Criticism
Students must take the following course (3 units):
CTVA 319 Criticism in Cinema and Television Arts (3)

**Entertainment Management**
Select one of the following courses (3 units):

- CTVA 351 Anatomy of Film Producing (3)
- CTVA 480 Electronic Media Management (3)
- CTVA 482 Network Program Development (3)
- CTVA 487 Social Controls and Regulation of Electronic Media (3)

**Professional Preparation**
Select one of the following courses (3 units):

- CTVA 329A-C Program Production (1-3)
- CTVA 494A/B Internship (1/2)

**3. Emerging Media Production Option (21 units)**

Emerging Media Production Lower Division Core Requirement (3 units)

- ART 200 Art, Media and Visualization (3)

Emerging Media Production Upper Division Core Requirements (18 units)

- Art 364 3-D Computer Animation (3)
- CTVA 315 New Directions in Electronic Media Systems (3)
- CTVA 363 Fundamentals of Immersive Production (3)
- CTVA 364 Interactive Production (3)
CTVA 462 Intermediate Immersive Production (3)
CTVA 463CS Emerging Media Capstone (3)

4. General Education (48 units)

Undergraduate students must complete 48 units of General Education as described in this Catalog.

6 units are satisfied by the following courses in the major: CTVA 210 satisfies C1 Arts; CTVA 100 satisfies E Lifelong Learning and fulfills the Information Competence requirement.

Total Units in the Major/Option: 45
General Education Units: 42
Additional Units: 33
Total Units Required for the B.A. Degree: 120