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## DEPARTMENT OF COMMUNICATIONS AND MEDIA

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### FACULTY

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- Gurdon Leete, MFA, Assistant Professor of Art and Co-director of the Communications and Media Program
- Stuart Tanner, M.A., Adjunct Assistant Professor of Communications and Media and Co-director of the Communications and Media Program
- Terry Fairchild, Ph.D., Professor of Literature
- James Fairchild, Ph.D., Assistant Professor of Literature and Writing
- David Goodman, Ph.D., Assistant Professor of Management
- Nynke Passi, M.A., Assistant Professor of Literature and Writing
- Kenneth West, MBA, Assistant Professor of Management
- Jessica Keen, M.A., Instructor of Communications and Media
- Gillian Brown, M.A.E., Adjunct Assistant Professor of Art
- Brian Smith, B.A., Adjunct Instructor of Art
- Susan McGuire Romero, BFA, Instructor of Communications and Media
- Gabriel Romero, A.S., Instructor of Communications and Media

### INTRODUCTION

Maharishi University of Management offers one interdepartmental degree program, the Bachelor of Arts in Communications and Media. This program is a collaborative venture among the Department of Art & Design, Department of Literature, and the Department of Business Administration.

### SPECIAL FEATURES

In the Communications and Media program, students develop the skills to create well-crafted, appealing, and life-supporting commercial works that communicate messages, ideas, and experiences that are of lasting value to the world. Students have the option to study and develop their works in three areas:

- **Video/audio production** — producing • directing • acting • lighting • videography • non-linear editing • documentary production • television production • Internet broadcasting

- **Graphic design/Web design** — digital photography • digital image editing and compositing • graphic design for print media • darkroom photography • Web graphics • Web development • Web video • Web animation
- **Writing for media** — journalism • photojournalism • screenwriting • travel writing • creative writing • writing for the Web.

The curriculum includes opportunities for real-world internships to apply one's skills, develop a portfolio, and gain valuable experience and contacts for launching one's career.

## DEPARTMENTAL REQUIREMENTS

### **Graduation Requirements for the B.A. Degree in Communications and Media**

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To graduate with a major in Communications and Media, students must complete 48 credits of course work from the list below, including at least 4 credits from the Department of Literature and at least 4 credits from the Department of Art and Design.

#### **Required Courses (24 credits)**

In the required courses, students develop foundational business strategy and implementation skills, and narrative communication skills. They also gain skills in video/audio production, graphic design/Web design, or professional writing, which they further develop as they build their portfolios in the capstone Media Project course.

- MGT 200 Principles of Business Success (4 credits)
- CMM 300 Narrative (4 credits)
- A *concentration*, from the electives listed below, consisting of
  - 12 credits of video or television production classes, *or*
  - 12 credits of Web design or graphic design classes, *or*
  - 12 credits of non-fiction or media-related writing classes
- CMM 381 Media Projects 1 (4 credits)

#### **Electives (24 credits)**

Elective courses develop the student's knowledge and skills in the use of the spoken or written language, in the visual arts, or in the business and technological aspects of television, computer animation, professional writing, and Web design. Courses that may fulfill elective requirements in this major include the following.

*Video classes:*

- CMM 313 Documentary Filmmaking (*Prerequisites:* CMM 300, and either FA 282 or FA 284)
- CMM 316 Creative Filmmaking (*Prerequisites:* CMM 300 and either FA 282 or FA 284)

- CMM 321 Television Production 1(*Prerequisites:* CMM 300 and either FA 282 or FA 284)
- CMM 322 Television Production 2/Internet Broadcasting (*Prerequisite:* CMM 321)
- FA 282 Video Production
- FA 284 Video Editing

Note: “Documentary film” and “Creative film” in CMM 313 and CMM 316 refer to video as well as film. The courses include study of both film and video; all production is done in high-definition video.

*Web design or graphic design classes:*

- CMM 260 Digital Arts for Sustainable Living
- FA 361 Digital Imaging and Graphic Design 1
- FA 362 Digital Imaging and Graphic Design 2 (*Prerequisite:* CMM 260 or FA 361)
- FA 363 Web Design & Web Animation 1 (*Prerequisite:* CMM 260 or FA 361)
- FA 365 Web Design & Web Animation 2 (*Prerequisite:* CMM 260 or FA 361)
- FA 488 Advanced Studio in Digital Media (*Prerequisite:* 12 credits of CMM 260, FA 335, FA 361, FA 362, FA 363, or FA 365)

*Non-fiction or media-related writing classes:*

- WTG 210 Poetry Writing
- WTG 313 Fiction Writing I
- WTG 323 Memoir of Transcendence
- WTG 320 The Personal Essay
- WTG 360 Writing and Photography
- WTG 364 Screenwriting
- WTG 370 Writing for Fun and Profit
- WTG 410 Travel Writing

*Additional electives:*

- CMM 382 Media Project 2
- FA 201 Principles of Design
- FA 331 Photography 1
- FA 332 Photography 2
- FA 335 Digital Photography
- LIT 265 The Evolution of Film
- LIT 363 The Art of Film
- LIT 366 The Peace Film
- LIT 364 The Science Fiction Film
- LIT 372 Media and Literature
- MGT 425 Marketing

- MGT 484 Mediation and Negotiation
- MGT 474 Marketing Research
- MGT 478 Advertising
- WTG 201 Poetry of Transcendence
- WTG 310 Poetry Writing
- WTG 313 Writing and Reading the Short Story
- WTG 314 Fiction Writing 2
- WTG 315 Writing Literary Nonfiction
- WTG 322 Writing the Personal Memoir
- WTG 323 The Memoir of Transcendence
- WTG 340 Writers on Writing
- WTG 350 Advanced Creative Writing
- WTG 370 Writing for Fun and Profit

### **Requirements for a Minor in Communications and Media**

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To graduate with a minor in communications and media, the student must take CMM 300 Narrative plus 16 credits of other courses listed as required or elective for the CMM major.

## COURSES

For the descriptions of courses in this degree program taken from the departments of Art and Design (FA), Literature (WTG, LIT), and Business Administration (MGT), please refer to the sections of this catalog for those departments.

### **CMM 260 Digital Arts for Sustainable Living: Harnessing the Power of Creativity and Digital Media to Build a Better World**

Students focus on principles of design and foundational digital media technology skills that can be useful to sustainable living students, or to anyone. Students develop their skills by exploring fundamentals of digital photography, digital imaging and graphic design, presentation software, digital video, and Web design. They apply their skills in real-world media projects related to sustainable living, to create presentations, posters, newspaper ads, simple Web sites, and digital video for DVD and for the Web.

*Prerequisite:* basic computer skills (word processing, e-mail, Web surfing). Lab fee: \$150. (4 credits) *Prerequisite:* STC 108/109

### **CMM 300 Narrative: Unifying and Unfolding the Full Range of Human Experience**

This course examines the essential role of narrative in the creation of all forms of media. From the very beginnings of human records, whether it is mythology, scripture, literature, or the earliest cave paintings, the creators of these works have always told their audience a story or imparted a message by the use of narrative. In order to work in any creative

medium, understanding the various ways in which narrative is used is a great advantage. This course will examine the range of narrative forms and narrative devices that have been used since the dawn of time right up until the modern day. We will discover that although the forms and types of media used might have changed as technology has advanced, in fact, most of the essential forms of narrative used in creative works have been with us for ages. Understanding why will reveal how narrative reflects both the universal and unique aspects of the experience of human life. As part of the course students will be required to undertake projects that aid the development of their own narrative skills. (4 credits) *Prerequisite:* STC 108/109 (4 credits)

### **CMM 308 Documentary Filmmaking and Digital Arts Rotating University**

In this course, students will create digital documentaries through the medium of film or stills. They will travel to another country and shoot footage or photos as they travel.

*Prerequisites:* basic digital media skills in digital photography or video

### **CMM 313 Documentary Filmmaking: Developing the means to explore human life in all its diversity and underlying unity**

Documentary films have their basis in the real world. They are made for a variety of purposes but fundamentally they explore the entire range of human experience. This course will examine the role of documentary filmmaking and all the various forms of the documentary. It will be a fascinating journey that will take students all over the globe and throughout history dealing with a wide range of issues both past and present. In this course students will also examine how to make a documentary. It is therefore very practical in its focus. The first requirement to any documentary is knowing what the story is and what kind of story makes a good documentary. Having chosen a story, there is then the realization of it. This course will teach students the process of securing a commission from a TV channel or potential funder. Students will learn what is required to make the all-important pitch. They will then choose some stories and make short documentaries about them. Lab fee: \$150. (8 credits) *Prerequisites:* CMM 300, and either FA 282 or FA 284.

### **CMM 316 Creative Filmmaking: Connecting to Deeper Values of Life through the Power of Integrated Images, Sound, and Composition**

This course explores a more intuitive and experimental approach to filmmaking. In CMM 300 Narrative and CMM 313 Documentary Filmmaking, a more structured narrative-based approach to filmmaking is the emphasis. But all forms of media rely to a greater or lesser degree on purely aesthetic or artistic elements in order to give the final product a certain feel, look, or style. For this reason, regardless of the type of filmmaking one wants to ultimately focus on, it is a good idea to explore the power of images, sound and composition. A feature of the course is looking at the work of various video artists and

film directors. By seeing examples of their work we can grow in our appreciation of how images and sound can be put together in a way that induces powerful responses in an audience. Most artists and filmmakers find important sources of inspiration for their own work by examining the work of the masters in the field. We will also examine creative forms of film, animation and other media that are narrative and non-narrative based. Students will also work on their own creative filmmaking project. Various media can be incorporated into this project, such as video, still images, animation and music. It is through experimenting with various media that a director of films or other media finds a method of working or an aesthetic that will enhance their future work. Lab fee: \$150. (8 credits) *Prerequisites:* CMM 300, FA 282, FA 284

### **CMM 321 Television Production 1: Disseminating Information and Entertainment for the Enlightenment of Society**

This course will examine television in all its forms: news, documentaries, drama, soaps, reality shows, music channels, and the new forms of broadcast that are emerging over the Internet. This course will be a truly entertaining and fascinating journey as we unravel the secrets and methods of each form of television making. We will also examine the various legal and ethical issues that arise in television production. As part of the course students will have the opportunity to produce television content across a range of genres. (4 credits) *Prerequisites:* CMM 300, FA 284

### **CMM 322 Television Production 2: Internet Broadcasting: Disseminating Information and Entertainment for the Enlightenment of Society**

This course will focus on explaining the various positions and responsibilities within the television industry, such as researcher, director, producer, editor, production manager, and executive producer. This course will give the student an understanding of what these various roles entail. Being a researcher in television, for instance, is different from doing research in most other fields. It is not just about gathering information but also about establishing key relationships with potential contributors and understanding what will work within an essentially visual medium. With each of these key roles, we will first understand them and then gain some practice at performing them. This will be done through specific projects. Practical experience of these roles will be a real help to advancing a future television or media career. (4 credits) *Prerequisite:* CMM 321

### **CMM 330 Radio and Web Broadcasting: Informing, Educating, and Transforming the World with a Vision of Unbounded Possibilities**

This is a practical course, emphasizing hands-on production for radio and Web broadcasting. Student will research, write, record, produce and edit original radio projects. Students may work on journalistic or creative projects with a commercial or non-commercial orientation. They will develop on-air skills such as presenting, reporting,

and interviewing. Sound is a powerful form of expression; through sound alone we can tell a story which moves an audience or takes them to another world by stimulating their imagination. The creative power as well as the story telling power of radio will therefore be fully explored in this course. A unique feature of this course is that it offers students the opportunity of broadcasting their radio projects on KRUU-FM. Lab fee \$150. (4 credits)

### **CMM 381 Media Projects 1: Making the Imagination Manifest**

This is a capstone course in which individuals who have taken the courses in Communications and Media come together to envisage and then realize a set of core projects across a range of media. These projects are formulated among the student group with the aid of faculty members. The first stage of the course will be the generation of the project ideas, which can include ideas that utilize a range of media or ideas that are focused on a particular medium. The central goal of the course is for students to apply everything they have learned to these projects. It is a cooperative venture, so students will be involved in a variety of projects playing different roles on each one. You may be a director on a documentary, an actor in a drama feature, or a producer on a Web-based animation series. There is a wide range of possibilities. You imagine it and we will make it happen as a team. The idea is to produce great projects that get noticed. Lab fee: \$150. *Prerequisites:* \$35 and consent of instructor or see the Graduation Director in the Enrollment Center (4 credits)

### **CMM 382 Media Projects 2: Communicating from the Deepest Level**

In this course, students have a chance to further develop their skills, their understanding, and their portfolio by completing advanced projects in video, Web design, graphic design or professional writing. Lab fee: \$150. (4 credits) *Prerequisite:* CMM 381

### **CMM 398 Internship in Communications and Media: Integration of Knowledge and Action for Achievement and Fulfillment**

Students gain practical experience working for a commercial or nonprofit organization in a communications or media related field, such as video production, film production, radio broadcasting, Web design, graphic design, advertising, public relations, or journalism. Students document their growth in understanding and experience in journals. Fieldwork must be completed at least two months before graduation. *Prerequisite:* consent of the Communications and Media faculty. (1–4 credits)