

# ELECTRONIC MEDIA AND FILM (EMF)

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## Courses

### EMF 110 DIGITAL STORYTELLING FOR NON-MAJORS (3)

Introduces students to a range of media in which narrative can strengthen their work. Digital storytelling combines video, audio, images, and text to convey stories, information, and ideas. Projects and discussions will help students develop a critical perspective on digital technologies, emphasizing creativity, story-sharing, and community-building. Core: Creativity & Creative Development.

### EMF 120 CONCEPT AND STORY (3)

Introduction to concept development and storytelling methods through a variety of writing assignments, related to electronic media and film.

### EMF 140 INTRODUCTION TO ELECTRONIC MEDIA AND FILM (3)

Exploration of electronic media and film history, technology, aesthetics, and culture from the perspective of the media professional.

### EMF 205 GENDER IN FILM AND MEDIA (3)

Treatment of women and gender issues in film and media from silent movies to the Internet. Core: Diversity & Difference.

### EMF 210 AFRICAN-AMERICAN CINEMA (3)

Historical and current representations of African-Americans in film can often present contradictions and controversies. Using the lens of American cinema, this course explores the history and critical discourses that contribute to our cultural understanding of African-American identity. By exploring difference in cinematic representation from within and outside the African-American community, this course will cultivate awareness of the confluence of history, politics, power and ideology undergirding the larger creative-industrial Hollywood system. This course will help students better recognize the lenses by which they view the world by expanding their understanding of critical race theory and Black film criticism. Students will increase their ability to engage in ethical and responsible creative practices as artists and consumers. Core: Diversity & Difference.

### EMF 215 CITY CINEMA (3)

Examines the relationship between cinema and cities, whose histories share much in common through technology and culture-as well as in the visual panorama of speed and spectacle that link motion pictures with the modern metropolis. This allows us to see, hear, and share in the experiences of urban dwellers (onscreen and off) around the world. We will look at how the urban environment is visualized within the aesthetic and narrative frameworks of film genres. We will also learn to read the spatial texts of both cities and cinema for their similar social and cultural constructions of mobility, identity, and technology at different historical moments and, finally, we will use visual technologies to examine how fictional onscreen cities compare to those same cities in real-world contexts. Core: Metropolitan Perspectives.

### EMF 221 PRINCIPLES OF FILM AND MEDIA PRODUCTION (3)

Basic techniques and principles of film, video and audio. Lab/Class fee will be assessed.

### EMF 222 NARRATIVE AND DOCUMENTARY FILM I (3)

The art and technique of visual storytelling and filmmaking, with a focus on learning and exploring applications for directing, camera, sound, lighting, and editing. Prerequisites: EMF 221; major in EMF, PEMF or EMF minor. Lab/Class fee will be assessed.

### EMF 265 AUDIO PRODUCTION I (3)

Theory and practice of audio production and its relationship to other aspects of media production. Prerequisites: EMF 221; major in EMF, PEMF or EMF minor. Lab/Class fee will be assessed.

### EMF 275 PRINCIPLES OF FILM AND VIDEO EDITING (3)

Theory, history, and practice of post-production methods and aesthetics, emphasizing narrative continuity techniques. Prerequisites: EMF 222 or EMF 373 and EMF 265 (EMF 265 may be taken concurrently); major in EMF or PEMF. Lab/Class fee will be assessed.

### EMF 295 SOUND CREATION AND DESIGN (3)

Electronic and digital sound creation and design for audio and video using software such as Propellerhead Reason. Prerequisite: EMF 265.

### EMF 311 HISTORY OF ELECTRONIC MEDIA (3)

Economic, social, technical and artistic factors in the development of radio, television, and other media from 1900 to the present. Prerequisites: EMF 140; and ENGL 102 or ENGL 190, or equivalent.

### EMF 313 FILM HISTORY (3)

Exploration of the social, artistic, economic and technical factors in the development of the motion picture from 1900 to the present. Prerequisite: ENGL 102. Core: Arts & Humanities.

### EMF 320 PRODUCTION SOUND FOR FILM AND VIDEO (3)

Theory and practice of location and post production sound recording for film and video. Topics covered include production mixing, booming techniques, ADR, and Foley. Prerequisites: EMF 265; major in EMF or PEMF.

### EMF 322 LIVE SOUND REINFORCEMENT (3)

Theoretical, practical, and hands-on experience with live sound reinforcement with application for broadcast and recording. Prerequisites: EMF 265; majors only; or with instructor consent.

### EMF 331 BROADCAST/CABLE PROGRAMMING (3)

Programming principles, strategies and practices for the radio, television and cable industries. Analysis and evaluation of programs and program formats. Prerequisites: EMF 222 or EMF 265.

### EMF 340 LIGHTING FOR FILM AND VIDEO (3)

The theory and practice of lighting techniques for single camera film and video production. Prerequisite: EMF 222 and EMF 275 (EMF 275 may be taken concurrently). Lab/Class fee will be assessed.

### EMF 351 TELEVISION STATION OPERATIONS (3)

Theory and practice of station operations. Work is required at WMJF-TV, the university's television station. Prerequisite: EMF 222 or consent of instructor.

### EMF 355 ELECTRONIC MEDIA AND FILM LAW AND REGULATION (3)

Examination of the laws and rules that affect the film and electronic media industries and the regulatory framework through which they are applied. Prerequisites: EMF 140; major in EMF, PEMF or EMF minor.

**EMF 360 AUDIO DOCUMENTARY AND PODCASTING (3)**

Theory and practice of combining field recording, interviewing, audio mixing, and editing to create short audio documentaries and podcasts. Working closely with local groups, students will create audio documentaries about local and regional issues. Prerequisites: EMF 265; major in EMF or PEMF. Lab/Class fee will be assessed.

**EMF 364 AESTHETICS OF FILM AND ELECTRONIC MEDIA (3)**

Theory and aesthetics of film, radio, television and related media. Prerequisite: EMF 221.

**EMF 365 AUDIO PRODUCTION II (3)**

Multi-track studio recording and mixing; digital recording and editing. Prerequisites: EMF 265; major in EMF. Lab/Class fee will be assessed.

**EMF 366 SOUND IN MEDIA (3)**

Introduction to sound design principles as applied to moving pictures and interactive systems. Examination of the relationship of music to image with an emphasis on the creative and technical skills necessary to create and work with sound on sound track development for visual media. Prerequisites: EMF 265; major in EMF. Lab/Class fee will be assessed.

**EMF 367 NARRATIVE FILM II (3)**

In this intermediate course, students implement filmmaking methods and aesthetics emphasizing narrative storytelling and production techniques. Prerequisites: EMF 222, EMF 275 and EMF 265 (EMF 275 and EMF 265 may be taken concurrently); major in EMF. Lab/Class fee will be assessed.

**EMF 368 GENRE THEORY AND CRITICISM (3)**

Principles and aesthetics of different film genres. May be repeated for a maximum of 6 units. Prerequisites: EMF 313 [EMF 363] or consent of instructor; major or minor standing.

**EMF 370 ELECTRONIC MEDIA NEWS PRODUCTION (3)**

Theory and practice of gathering, writing and producing news for television, radio, the Internet and other media using audio/video technology. Prerequisites: EMF 222 and EMF 265 or consent of instructor. Lab/Class fee will be assessed.

**EMF 371 LIVE MULTI-CAMERA PRODUCTION (3)**

The design, planning, and completion of television studio productions. Possible options include television drama, comedy, documentary, performance, and experimental programs. Prerequisites: EMF 222; major in EMF. Lab/Class fee will be assessed.

**EMF 372 AUDIO POST-PRODUCTION (3)**

Explores the production processes necessary to design, edit, and mix a film's soundtrack. Using digital tools, students will create working mix templates, edit dialog and music, record sound effects in-studio and on-location, and create stereo and surround-sound mixes to broadcast standards. Prerequisites: EMF 265; junior/senior major standing.

**EMF 373 DOCUMENTARY II (3)**

In this intermediate course students craft short projects from inspiration through distribution. Create compelling, reality-based stories. Prerequisites: EMF 222, EMF 265, and EMF 275; may be taken concurrently with EMF 265, may be taken concurrently with EMF 275.

**EMF 375 BROADCAST PERFORMANCE (3)**

The process of communication through broadcast performance. The principles of broadcast communication will be applied to such functions as television and radio news announcing, commercial announcing, sports announcing, and music announcing. Laboratory experiences provided. Prerequisites: EMF 265; major in EMF or PEMF. Lab/Class fee will be assessed.

**EMF 377 BROADCAST/FILM WRITING (3)**

Training and practice in writing non-fiction, fiction, and commercial/PSA scripts for the broadcast media and film. Requires grade of C or better to fulfill Core requirement. Prerequisites: ENGL 102 or ENGL 190 or equivalent, and EMF 120; major in EMF, PEMF or EMF minor. Core: Advanced Writing Seminar.

**EMF 378 COLOR GRADING AND MASTERING (3)**

Advanced course for learning industry standard color grading software, including basic and advanced techniques in color correction, video and audio editing, mastering and effects. Through in-class projects and outside practice, students will become proficient using the software, and be able to apply their new skills to other coursework/projects. Prerequisites: EMF 275; major status.

**EMF 380 VISUAL EFFECTS I (3)**

Theory and practice of creating layered, time-based digital image and graphical manipulations with exercises in compositional and kinetic aesthetics. Prerequisites: EMF 222; major in EMF. Lab/Class fee will be assessed.

**EMF 385 RADIO, CULTURE, AND SOCIETY (3)**

Examination and analysis of the ways in which the radio medium as influenced the nation's social and cultural environments since its beginning in the 1920s to the present. Topics include radio's role in community/public service; politics; war; race/ethnicity; gender; family; and religion. Prerequisites: EMF 311; major or minor in EMF.

**EMF 387 WRITING THE SERIES PILOT (3)**

Examines the creative process of developing a half hour TV series. Students will experience a collaborative writers' room environment, researching stories, pitching series ideas, creating a series bible, developing a detailed beat sheet and, ultimately, writing complete first draft of the series' pilot. Prerequisites: EMF 377; major or minor in EMF.

**EMF 403 SPORTSCASTING (3)**

Theory and practical application of sportswriting, interviewing, and play-by-play description. Prerequisites: EMF 222 and EMF 265; major in EMF or PEMF; or consent of instructor.

**EMF 405 SCREENWRITING (3)**

Narrative structure and mechanics; creation of a complete feature-length screenplay. Can be repeated once for a maximum of 6 units. Prerequisites: EMF 377; major or minor in EMF.

**EMF 421 RADIO STATION OPERATIONS (3)**

Lecture and practice in the advanced study of the internal workings of radio stations and the radio industry. May be repeated for a maximum of 6 units. Prerequisites: EMF 265; major or minor in EMF; or consent of instructor.

**EMF 430 THE MEDIA PRODUCER (3)**

Management and administration of film and video projects. Prerequisites: EMF 222; major or minor in EMF.

**EMF 437 CORPORATE AND COMMUNITY VIDEO (3)**

Community-based, service-learning course where students work directly with a client organization, and apply advanced HD production techniques in the creation of a professional, portfolio-quality promotional video. Prerequisites: EMF 367 or EMF 373; major in EMF; junior or senior standing. Lab/Class fee will be assessed.

**EMF 440 CINEMATOGRAPHY (3)**

An introduction to the fundamentals of motion picture cinematography, including technical, theoretical, creative and aesthetic approaches to the craft. Will focus on camera operation, framing, composition, exposure, camera movement, color, advanced lighting, pre-production, on-set procedures, and collaboration with other departments. Will also cover best practices to prepare for a career in the camera department for single-camera video production. Prerequisites: EMF 340; major status.

**EMF 450 IMMERSIVE MEDIA LAB (3)**

In-depth creative laboratory exploration of emerging technologies for the production of immersive media. Will focus on specific topics and technologies in immersive media production depending on faculty expertise. May be repeated once for a maximum of 6 units provided a different topic is taken. Prerequisites: EMF 265; EMF 365, EMF 367, or EMF 373 (may be taken concurrently); junior/senior major standing; or consent of instructor.

**EMF 455 DIRECTING FOR FILM AND VIDEO (3)**

Fundamentals of screen directing, which includes script breakdown, scene blocking, communication with cast and crew, and the logistics of production. Prerequisites: EMF 367 or EMF 373; major in EMF. Lab/Class fee will be assessed.

**EMF 460 INTERNSHIP IN ELECTRONIC MEDIA AND FILM (1-6)**

Practical field experience. Under faculty supervision, a student works as an intern with a professional in the field electronic media and film. Graded S/U. May be repeated for a maximum of 12 units, but only 6 units will apply to the major; the other 6 units may be used as general electives. Prerequisites: junior/senior standing, cumulative GPA of 2.75 and 3.0 in the major; completion of appropriate courses determined by the department.

**EMF 461 DOCUMENTARY III (3)**

In this advanced course students author fully realized real world productions. Craft an original, engaging truth-based story. Prerequisites: EMF 275 and EMF 361 or instructor consent; major in EMF; junior or senior standing. Lab/Class fee will be assessed.

**EMF 462 EXPERIMENTAL FILM AND VIDEO (3)**

Production of avant-garde video works, informed by the history, theory, and aesthetics of experimental film and video. Prerequisites: EMF 275 and either EMF 367 or EMF 373; major standing; junior or senior standing. Lab/Class fee will be assessed.

**EMF 463 TOPICS IN INTERNATIONAL CINEMA (3)**

Thematic, stylistic, historical, social, and economic analysis of world cinema. May focus on a particular country, region, or period. May be repeated for a maximum of 6 units. Prerequisites: EMF 313 [EMF 363]; major or minor standing; or consent of instructor.

**EMF 465 AUDIO PRODUCTION III (3)**

A higher-level audio class that covers advanced mixing techniques for stereo and surround sound, and preparation for mastering for music and sound for video. The project-based class emphasizes effects using professional level software. Prerequisites: EMF 365 or EMF 366; major in EMF; or consent of the department.

**EMF 470 INTERNET VIDEO (3)**

Production of videos intended for the Internet audience. Analysis of the aesthetic trends, contemporary/historical works, forms, technologies and platforms that make Internet video a unique format. Prerequisites: EMF 275 or (MCOM 258 and consent of instructor); EMF 367 or EMF 373 (may be taken concurrently); major standing.

**EMF 473 NARRATIVE FILM III (3)**

Advanced workshop in professional filmmaking techniques, leading to completion of an original narrative film. Prerequisites: EMF 367 and one of these courses: EMF 340, EMF 430, EMF 440, or EMF 455; or instructor consent; major in EMF; junior or senior standing. Lab/Class fee will be assessed.

**EMF 474 REEL WORLD: PROFESSIONAL PORTFOLIO (3)**

To identify and evaluate necessary professional skills in preparation for working in film or attending graduate school after graduation. This course will be a combination of lecture, guest speakers and collaborative group work focused on each student's individual artistic path. Students will critically analyze their visual communication skills through portfolio, interview and resumé work with attention to shaping their prospective careers. Prerequisites: EMF major and senior standing (90 units or more).

**EMF 475 FILM AND MEDIA ANALYSIS (3)**

Intensive study of an aspect of film, television, or the Internet (such as genre, director, studio, producer, writer, designer) in terms of thematic and formal properties and their influence on art and culture. May be repeated for a maximum of 6 units. Prerequisites: EMF 221; major or minor standing.

**EMF 476 SPECIAL TOPICS IN ELECTRONIC MEDIA PRODUCTION (3)**

In-depth exploration of a selected area of media production dependent upon faculty and student interest. May be repeated for a maximum of 15 units provided a different topic is taken. Prerequisites: EMF 265 and [EMF 367 or EMF 373]; major in EMF; or consent of instructor, and junior/senior standing.

**EMF 477 SPECIAL TOPICS IN FILM AND MEDIA STUDIES (3)**

In-depth exploration of a selected area of film and media studies (non-production) dependent upon faculty and student interest. May be repeated for a maximum of 15 units provided a different topic is taken. Prerequisites: EMF 311 or EMF 313 (EMF 363); major or minor in EMF; or consent of instructor, and junior/senior standing.

**EMF 486 DANCE FOR THE CAMERA (3)**

An interdisciplinary class between EMF and DANCE combining advanced media production skills and choreography to collaboratively produce a movement piece for the camera. Prerequisites: EMF 275; EMF 373 or EMF 367; major standing; or consent of instructor. Lab/Class fee will be assessed.

**EMF 487 VISUAL EFFECTS II (3)**

Creation and analysis of visual effects and digital media kinetics with exercises in virtual lighting and camera movement, compositing, animated titles, and synthesis of graphics and video. Prerequisites: EMF 380; major in EMF; junior or senior standing. Lab/Class fee will be assessed.

**EMF 495 DIRECTED STUDY IN ELECTRONIC MEDIA PRODUCTION (1-6)**

Directed production project of joint faculty/student interest. May be repeated for a maximum of 12 units, but only 3 units can count toward the Film/ Video/ Digital Media concentration (the other 9 units may be used as general electives); and only 6 units can count towards the Radio/ Audio concentration (the other 6 units may be used as general electives). Prerequisites: junior or senior standing, and approval of planned project by the instructor.

**EMF 496 DIRECTED STUDY IN FILM & MEDIA STUDIES (1-6)**

Directed research or analysis project of joint faculty/student interest. May be repeated for a maximum of 6 units. Special permit required. Prerequisites: junior/senior standing, and approval of planned project by the instructor; major or minor standing.

**EMF 498 HONORS DIRECTED STUDY (3)**

Directed study in electronic media and film on a topic or project selected by the student in consultation with the instructor. May be repeated for a maximum of 6 units. Prerequisite: consent of department.