ELECTRONIC MEDIA AND FILM (EMF)

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. GenEd II.B.3.

EMF 205 GENDER IN FILM AND MEDIA (3)
Treatment of women and gender issues in film and media from silent movies to the Internet. GenEd II.C.3 or 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 and Difference.

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 FILM/VIDEO PRODUCTION (3)
The art and technique of single camera media production with focus on learning and exploring applications for camera, lens, lighting, composition, and editing. Not open to students who have successfully completed EMF 267. Prerequisite: EMF 221. 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. Prerequisite: EMF 221. 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). 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.

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. Prerequisite: EMF 265.

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 file and electronic media industries and the regulatory framework through which they are applied. Prerequisite: EMF 140.

EMF 360 AUDIO DOCUMENTARY (3)
Theory and practice of combining field recording, interviewing, audio mixing, and editing to create short audio documentaries. Working closely with local groups, students will create audio documentaries about local and regional issues. Prerequisite: EMF 265. 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. Prerequisite: EMF 265. 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. Prerequisite: EMF 265. Lab/Class fee will be assessed.

EMF 367 NARRATIVE FILMMAKING (3)
Filmmaking methods and aesthetics emphasizing narrative storytelling and production techniques. Lab/Class fee will be assessed. Prerequisites: EMF 222 and EMF 275; may be taken concurrently with EMF 275.

EMF 368 GENRE THEORY AND CRITICISM (3)
Principles and aesthetics of different film genres. Prerequisite: EMF 313 (EMF 363) or consent of instructor.
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. Prerequisite: EMF 222. Lab/class fee will be assessed.

EMF 373 ELECTRONIC FIELD PRODUCTION (3)
Principles of electronic field production, exploring field camera operation, video editing, and video producing techniques for commercial and non-commercial arenas. Prerequisite: EMF 140, EMF 275, and (EMF 222, EMF 267 or EMF 371/EMF 271); may be taken concurrently with EMF 275. Lab/class fee will be assessed.

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. Prerequisite: EMF 265. 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 or GenEd requirement. Prerequisites: ENGL 102 or ENGL 190 and EMF 120. Core: Advanced Writing Seminar or GenEd I.D.

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. Prerequisite: EMF 222. 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. Prerequisite: EMF 311.

EMF 387 DEVELOPING THE SCREENPLAY (3)
Examination of the creative process of writing for film and TV. Emphasis on writing screen play treatments, developing characters, exploring dramatic structure, and addressing visual storytelling. Prerequisite: EMF 377.

EMF 403 SPORTSCASTING (3)
Theory and practical application of sportswriting, interviewing, and play-by-play description. Prerequisite: junior/senior standing, EMF 222 and EMF 265, or consent of instructor.

EMF 405 SCREENWRITING (3)
Narrative structure and mechanics; creation of a complete feature-length screenplay. Prerequisite: EMF 387.

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. Prerequisite: EMF 265 or consent of instructor.

EMF 430 THE MEDIA PRODUCER (3)
Management and administration of film and video projects. Prerequisite: EMF 222.

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. Lab/class fee will be assessed.

EMF 453 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 455 DIRECTING FOR FILM AND VIDEO (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. Prerequisites: EMF 221; major standing.

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 Film and Video (3)
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 465 AUDIO PRODUCTION III (3)
A higher-level audio class that covers advanced mixing techniques for stereo and surround sound, and preparation for mastering in music and sound for video. The project-based class emphasizes effects using professional level software. Prerequisite: EMF 365 or EMF 366 or consent of the department.

EMF 470 PRODUCING ONLINE VIDEO (3)
Creating and producing multi-episode television programs for online delivery. Prerequisite: EMF 275 or [MCOM 258 and consent of instructor].

EMF 473 SEMINAR IN NARRATIVE FILMMAKING (3)
Seminar in professional digital filmmaking techniques leading to completion of an original narrative film. Prerequisites: EMF 367 or instructor’s consent; major in EMF. 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 resume 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. Prerequisites: EMF 221; major 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] 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), or consent of instructor, and junior/senior standing.

EMF 481 TELEVISION NEWS (3)
Advanced broadcast news, focusing on television news reporting, editing, and production. Prerequisite: (EMF 275 and EMF 373) or (MCOM 381 and consent of instructor). Lab/Class fee will be assessed.

EMF 485 SEMINAR IN DIGITAL STUDIES (3)
History, theory and practice of digital media and culture, current technological trends and their origins. Prerequisite: EMF 311 or consent of instructor.

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. Prerequisite: EMF 380. 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. Prerequisites: Junior or Senior standing, and approval of planned project by the instructor. Special permit required.

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.