

Madonna University

Television & Video Communications ! College of Arts & Humanities

About the Program

Overview

The Television and Video Communications major prepares students for entry into the video production field through a program of study emphasizing hands-on experience using state-of-the-art equipment and requiring core courses in single and multiple camera production, editing, telecommunications, scripting and budgeting for television.

Department history/mission

Recognizing students need to learn in a professional environment, the University established *Madonna Magazine* in 1985. Students who complete all of the production courses have 45 broadcast television programs to their credit and to include in job resumes.

Unique features

- Professional faculty, host and production crew members drawn from the television industry
- Participation in crew of *Madonna Magazine*
- Editing on Media 100 XR non-linear system, edit DV, Cinestream digital
- editors
- Digital Field Production cameras for student use
- Produce streaming media on the web
- D.J. to world wide Internet radio audience
- Opportunities in directing and producing, marketing and management, writing, teaching and related fields
- Co-op and internship opportunities in one of Michigan's fastest growing high-tech areas
- Opportunities in the fields of commercial and cable television, corporate training, education video production, and Post Production
- State and national recognition

Plan of Study - Bachelor's Degree

TV & Video Communications Major (40 s.h.)

Required Major Courses:

ENG 3960	Portfolio I: Foundation & Development	1 s.h.
ENG 4960	Portfolio II: Showcase & Career Goals	1 s.h.
SPH 1050	Speech Communication	3 s.h.
TVC 2510	Survey of Telecommunications	3 s.h.
TVC 3510	Television Production Techniques I	3 s.h.
TVC 3520	Television Production Techniques II	3 s.h.
TVC 3710	Scriptwriting, Proposal Writing, & Budgeting for Television	3 s.h.
TVC 3810	Field Production and Editing I	3 s.h.
TVC 3820	Field Production and Editing II	3 s.h.
TVC 4110	Television News Reporting and Production	3 s.h.
TVC 4510 or TVC 4910	Directing & Producing for Television	3 s.h.
TVC 4910	Cooperative Education	3-12 s.h.
JRN 4010	Foundations of Mass Communication	3 s.h.
HUM 4950	Senior Seminar	1 s.h.
Major Electives		7 s.h.

- to be chosen from:

SPH 3410	Acting Techniques I	(4 s.h.)
SPH 3420	Acting Techniques II	(4 s.h.)
SPH 4150	Film Appreciation	(4 s.h.)
TVC 4910	Cooperative Education	<u>(3-12 s.h.)</u> 40 s.h.

Specialty Workshops

TVC 2160	Video & Motion Graphics for the Web	(1 s.h.)
TVC 2170	Modern Radio Techniques I	(1 s.h.)
TVC 2180	Modern Radio Techniques II	(1 s.h.)
TVC 2220	Digital Video Editing on Your Computer	(1 s.h.)
TVC 4160	Advanced Editing	(1 s.h.)

Plan of Study - Associate's Degree TV & Video Communications Major

Required Major Courses:

SPH 1050	Speech Communication	3 s.h.
TVC 2510	Survey of Telecommunications	3 s.h.
TVC 3510	Television Production Techniques I	3 s.h.
TVC 3520	Television Production Techniques II	3 s.h.
TVC 3810	Field Production and Editing I	3 s.h.
TVC 3820	Field Production and Editing II	3 s.h.
Major Electives		<u>6 s.h.</u> 24 s.h.

Plan of Study - Minor TV & Video Communications Minor (24 s.h.)

Required Minor Courses:

TVC 2510	Survey of Telecommunications	3 s.h.
TVC 3510	Television Production Techniques I	3 s.h.
TVC 3520	Television Production Techniques II	3 s.h.
TVC 3810	Field Production and Editing I	3 s.h.
JRN 4010	Foundations of Mass Communication	3 s.h.
Minor Electives		9 s.h.

- to be chosen from:

SPH 1050	Speech Communication	(3 s.h.)
SPH 3410	Acting Techniques I	(4 s.h.)
SPH 3420	Acting Techniques II	(4 s.h.)
TVC 3710	Scriptwriting, Proposal Writing, & Budgeting for Television	(3 s.h.)
SPH 4150	Film Appreciation	(4 s.h.)
TVC 4510	Directing & Producing for Television	(3 s.h.)
TVC 4910	Cooperative Education	<u>(3-12 s.h.)</u> 24 s.h.



For Admissions Information

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TTD 734/432-5643
web: www.madonna.edu

For Program Information

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Madonna University reserves the right to withdraw or modify information in this brochure.

See Advisor/Admissions Office for current information.

Madonna University guarantees the right to equal educational opportunity without discrimination because of race, religion, sex, national origin, age, or disabilities.

Awards

- National Academy of Television Arts and Sciences–Student Award for Excellence
- MTV-Music Television Network Award–Award for the use of innovative ways of teaching youth of the community
- Michigan Cable Television Association–Three top awards
- HBO Promo/Public Service Award
- Detroit Producers Association Public Service Announcement Winners
- LARA Award presented by the City of Livonia on two occasions

The Faculty

Charles D. Derry (*B.A., University of Detroit; M.S.A., Madonna*), over 35 years in broadcast television including ABC, WXYZ-TV, WKBD-TV, Silver Circle Lifetime Award, National Academy of Television Arts and Sciences, executive producer *Madonna Magazine*

Patricia A. Derry (*M.S.A., Madonna*), director of media services

Suzanne M. Boyd (*B.A., Michigan State*), senior producer *Madonna Magazine*

Daniel C. Boyd, over 20 years experience in television and engineering including CBS-Fox Video, Technicolor, and Picture Sound, Inc.; systems engineer *Madonna Magazine*

Internet Radio

Tune into the student produced programming on Madonna's Internet Radio Station from anywhere in the world. Go to www.live365.com
Search Madonna University

Where grads are found:

- ▶ Working in broadcast journalism including video production, commercial and cable television, and corporate training
- ▶ Teaching television at the high school level
- ▶ Producing videos for special clients including civic organizations, service agencies, small businesses and educational institutions

What our grads say:

“ . . . At Madonna I was taught how important having a professional product was. The faculty expected quality from their students.”

– Rob Ade, assignment editor,
CNN San Francisco

“ . . . Everyday was a new challenge. I not only acquired the technical skills I needed, but . . . the self-worth to make it in the production industry.”

– Mary Kay Heckman, videotape operator, *Postique*

What employers say:

About a Madonna graduate employed as operations assistant and news reporter/writer:

“ . . . he was not only familiar with much of the equipment we use, but also already had a good solid understanding of the techniques and philosophies used in shooting video . . . ”

– William Shipley, operations manager, *Fox 47, WSYM-TV, Lansing (MI)*

About a Madonna graduate, who is now a video teacher at Grosse Pointe High School:

“ . . . he demonstrates good preparation, is highly motivated with a great spirit . . . he has a vision for the video program.”

– Julie Corbett, instructional television coordinator, *Grosse Pointe Public Schools (MI)*