

BACHELOR OF ARTS IN T.V. & VIDEO PRODUCTION



HANDS-ON PRODUCTION EXPERIENCE.

The Television & Video Production major provides an innovative and comprehensive hands-on experience in producing television, film, and video. From cinematic productions to live broadcasts, students engage with every production element in a wide variety of genres and formats.

Through classes and practical experiences, students learn to develop, shoot, edit, promote, and perform in various audiovisual media formats taught by experienced and invested faculty. From their first production class through their internships, students spend their time producing television, short films, and a wide variety of video content. Our faculty members have extensive production experience and advanced degrees in media, enabling us to mentor students through every production aspect and develop their technical and creative skills.

SPECIALIZATION & CUSTOMIZATION

- + **MEDIA FOCUS:** All required courses focus on the art, science, and business of media. Our focus on depth leads to an unparalleled technical and symbolic understanding of television, video, and film.
- + **HANDS-ON EXPERIENCES:** From their first production class through their internships, students spend their time at EIU producing television, short films, and a wide variety of video content.
- + **MENTORING & TECHNICAL SUPPORT:** We provide the technical resources and support necessary for students to succeed in the major and in their future careers, including video and audio production facilities.

SCHOOL OF COMMUNICATION & JOURNALISM

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CMNJOU@EIU.EDU



IT'S ALL ABOUT YOU. APPLY TODAY AT [MY.EIU.EDU](https://my.eiu.edu).

eiu.edu/tv

WHAT WILL I STUDY?

From concept to completed content, the Television and Video Production major teaches the theory and practice of producing televisual, video, and filmic content in narrative, persuasive, and reality-based forms.

Students hone their visual, audio, and written communication skills in a variety of media courses and practical experiences that focus on developing, shooting, editing, promoting, and performing in, television and video content.

From cinematic productions to live broadcasts, this major provides a comprehensive practical overview of all production elements in a wide variety of television, film, and video genres and formats.

WHAT CAREERS CAN I PURSUE?

Students graduating with a degree in T.V. & Video Production go on to work in a variety of careers and contexts. Some roles include:

- Producer
- Director
- Editor
- Camera operator
- Audio engineer
- Announcer
- Audio editor
- Showrunner
- Documentarian
- On-air talent
- Filmmaker
- Videographer
- Station general manager
- Lighting technician/designer
- Key grip/grip
- Cinematographer/director of photography
- Publicity/promotions specialist
- Media buyer
- Station manager
- Screenwriter
- Creative (for content creation)
- Broadcast board engineer
- Boom mic operator
- Program director

REQUIRED COURSEWORK: 51 HRS

CATALOG YEAR 2022-2023

REQUIRED COURSEWORK: 39 HRS

CMN 1500 - Television & Video Development
CMN 2375 - Practical Experience (*1 credit with approved campus shooting/editing organization*)
CMN 2500 - Production I
CMN 2520 - Introduction to Mass Communication
CMN 2550 - Audio Production & Voice Work I
CMN 3030 - Promotional Communication
CMN 3050 - Production II
CMN 3530 - Film Communication
CMN 3540 - Production III
CMN 4275 - Internship
OR
CMN 4375 - Practicum (*3 hours with WEIU-TV or approved organization*)
CMN 4540 - Production IV
CMN 4770 - Television Criticism
DGT 2123 - Introduction to Digital Photography
THA 2244 - Acting I

ELECTIVES: 12 HRS (6+6)

Students take a minimum of 6 hours from one Area of Specialization (Narrative & Creative, Documentary & News, or Commercial & Advertising).

Students also select 6 hours from the Skills & Interests section which adds additional theoretical and technical development in a chosen area of production.