

Multimedia Production

Would you like to do behind the scenes work on a movie or in a recording studio? Enjoy the opportunity to work with different groups of people every day? How about being involved in producing a movie or a CD? If so, then our new Multimedia Production major may be for you.

NMU offers this major through the Communication and Performance Studies department. Formerly known as the Media Production and New Technology major, this major focuses on a wide variety of production career such as music recording and corporate video. Students use professionally equipped studios to learn concepts and apply them to create award winning media content. The department's labs include professional audio and video equipment using the latest digital technology such as Digidesign ProTools and Final Cut Pro.

Skills and Competencies

A person in this major should be able to work well under pressure with the ability to meet constant deadlines. They should not expect to work a regular 40-hour week. A person interested in this major should have a high proficiency in writing and speaking. Clarifying, questioning and responding skills, in addition to good listening skills are essential for a career in Media Production. The ability to operate a wide range of audio and video machines is essential as well.

Course Work

This degree includes the following courses as part of the program requirements, and specific major requirements along with general education courses and graduation requirements.

Major Core (39*)

- CS101 Web Site Construction (4 cr.)
- BC165 Introduction to Mass Media (4 cr.)
- BC265 Writing/Announcing for Broadcast (4 cr.)
- BC271 Audio Production (4 cr.)
- BC272 Television Production (4 cr.)
- BC470 Mass Communication Law (4 cr.)
- BC471 Mass Communication and Society (4 cr.)
- BC473M Advanced Media Production(AMP)-Multimedia (4 cr.) *or*
 - BC473A AMP -Audio (4 cr.) *or*
 - BC473F AMP-Field TV Production (4 cr.)
 - BC473S AMP- Studio Television (4 cr.)
- or*
- BC473W AMP-Script Writing (4 cr.)
- BC491 Broadcast Practicum (1-4 cr.) *or*
 - BC492 Internship in Broadcasting (1-8 cr.)
- BC493 Senior Portfolio (1 cr.)

Major Electives (8 cr.)

- AD118 Graphic Design: Foundations (4 cr.)
- AD134 Computer Art: Foundations (4 cr.)
- BC310 Sports and Special Events Programming (4 cr.)
- BC320 Electronic media Management (4 cr.)
- BC410 The Documentary (4 cr.)
- BC415 Inter-cultural Communication (4 cr.)
- BC430 Health Communication and Media (4 cr.)
- BC495 Special Topics in Broadcasting (1-4 cr.)
- PH102 Physics of Sound and Music (3 cr.)
- SP320 New Media Literacy (4 cr.)

**Credits required may vary depending on courses transferred from other schools (e.g. 3 cr. Vs. 4 cr. courses).*

Detailed course descriptions can be found at www.nmu.edu/bulletin.

Career Development

You should begin the resume-building process as soon as you can. The Academic and Career Advisement Center can assist you with career planning, while Career Services will help you fine tune your resume and look for jobs related to your field. In the meantime, the more hands-on experience you have, the better the chances are that you will find a job. Becoming involved in a professional related internship is a way to develop your professional skills and gain experience. Your academic course work is important as well, so be sure to maintain a high grade point average.

Additional Considerations

Media production jobs can be found in virtually any city but the most highly paid and most specialized jobs are going to be found in New York City, Los Angeles, Chicago, Nashville, and Washington, D.C.

Additional education and experience will be required for teaching positions.

Job Outlook

Starting salaries are contingent upon geographic location and individual work experience.

Potential Careers

NMU's Media Production and New Technology Program prepares students for employment in the following careers:

- Broadcast and Sound Technicians
- Cable television
- Camera Operators
- College or University TV or Radio Station
- Corporate or Instructional Video
- Editors (Film, Video)
- Employee Communications
- Motion Picture Companies
- Recording studios
- Sales

Additional Resources and Information

For Career Planning and Opportunities:
Academic & Career Advisement Center
3302.1 C.B. Hedgcock
906-227-2971
www.nmu.edu/acac

Communication & Performance Dept
203 Thomas Fine Arts
906-227-2045
www.nmu.edu/caps

For Job Search, Resume and Career Information:
Career Services
3302.3 C.B. Hedgcock
906-227-2800
www.nmu.edu/careers

For Information about NMU Student Organizations Associated with this Major Contact:
Center for Student Enrichment
1206 University Center
906-227-2439
www.nmu.edu/cse

Internet Resource Links:
www.careers.org
www.bls.gov

For Career Information with National Organizations:
www.nab.org -National Assoc. of Broadcasters
www.sbe.org -Society of Broadcast Engineers
www.smpete.org -Society of Motion Picture and Television Engineers (SMPTE)



**NORTHERN MICHIGAN
UNIVERSITY**

MARQUETTE, MICHIGAN

The Academic & Career Advisement Center
2022



What to do with
a major in...

Multimedia Production

