

# School of Visual and Performing Arts

The School of Visual and Performing Arts consists of the Departments of Design, Fine Arts, Media & Film, Music, and Theatre. The School is dedicated to providing a quality educational experience, fostering the knowledge, skills, creativity and professionalism necessary to prepare students for the arts disciplines. Our students learn their discipline in an arts-intensive environment that combines the professional training of a studio and performance-based conservatory with a liberal arts foundation. Programs range from the applied, career-driven degrees, with a focus on the specific major, to the broader Liberal Arts degrees, allowing for a wide spectrum of coursework with an arts emphasis

## National Accreditations:

*National Association of Schools of Music,  
National Association of Schools of Art and Design,*

*National Association of Schools of Theatre,  
Foundation for Interior Design Education Research (FIDER)*

## Dean

*Dean, Carole Shaffer-Koros, Ph.D.  
VE-114A (908) 737-4375*

## ACADEMIC DEGREES, PROGRAMS

- B.A. in Art History
- B.A. in Fine Arts
  - Teacher Certification Option
- B.S. in Graphic Communications
  - Graphic Communications Management Option
  - Graphic Communications Technology Option
- B.I.D. in Industrial Design
- B.F.A. in Interior Design
- B.A. in Media and Film
  - Broadcast Option
  - Multicultural Programming and Management Option
  - International Broadcast Journalism
  - Film Option
- B.A. in Music
- B.A. in Music Education
  - Teacher Certification Option
- B.F.A. in Studio Art
  - Photography
- B.A. in Theatre
  - Teacher Certification Option
- B.F.A. in Theatre Performance
- B.F.A. in Theatre Design and Technology
- B.F.A. in Visual Communications
  - Graphic Design
  - Advertising Design

## SCHOOL OF VISUAL AND PERFORMING ARTS

### DEPARTMENTS, FACULTY

#### Design

Faculty: D'Amico, Derman, Gonnella (Chairperson), Holloway, Johnson, LaCapra, Landa, Lokuta, Nwako, O'Shea, Riegler, Robbins, Topper

#### Fine Arts

Faculty: Amorino, Buncamper, Cornish, Crupi, DeSiano (Chairperson), Harris, Jochnowitz, Kachur, King-Black, Mayhall, Nicolescu, Shaw, Troy, Tuerk, Velez, Victoria

#### Media & Film

Faculty: Londino (Chairperson), McHugh, Mirrer, Oakes, Tung

#### Music

Faculty: Chen-Hafteck, Connors, Halper, Hoyle, Marchena, Scelba (Chairperson), Schraer-Joiner, Terenzi

#### Theatre

Faculty: Charlsen, Choate, Evans, Hart, Logue (Chairperson), Wiggins

## Media & Film

Chairperson: Dr. Cathleen Londino, CAS 418, 737-0454, clondino@kean.edu

The Bachelor of Arts in Media & Film allow students to explore the dynamic and creative career options available to those in media, while fulfilling the complete requirements of a traditional liberal arts education. This well-rounded preparation also makes Media & Film an attractive dual degree or minor option for students preparing for business, science, art, and education careers, as well as graduate study.

The Department of Media & Film offers a Bachelor of Arts degree, with 4 options for majors: *Broadcast Option*, *Multicultural Programming and Management Option*, *International Broadcast Journalism Option*, and a *Film Option*. Three of the Media options share a common core of required courses designed to prepare students in a solid foundation of theory, content, and practical skills. They will learn the basics of production including audio, field production, and studio production. Students then have the opportunity to *focus* their education in specific fields of interest:

### Broadcast Option:

Students will be prepared for a variety of media careers and can select their electives to prepare them for careers in radio, television, or in corporate settings.

### Multicultural Programming and Management Option:

This option is designed to educate and prepare a diverse population of students who are interested in multicultural media issues, especially whose career goals include working in multicultural communities. The body of coursework in production and management will deal significantly in community relations, media access, and multicultural representation in on-air and management roles.

### International Broadcast Journalism Option:

For students interested in broadcast journalism, this option will prepare them for both domestic and international careers. Students with this option are advised to select a concentration in a related content field such as Political Science, History, or International Relations, with advisement from the Media & Film faculty.

### Film Option:

The option in Film offers a distinct core of courses for students interested in gaining film production and management skills, as well as knowledge of film history and criticism. Students interested in film will receive a well-rounded education in history, theory, and film production techniques. Using digital video technology, students will have the opportunity to write, produce, edit and exhibit work that culminates in an individual or collaborative project in a senior level film festival.

## MEDIA & FILM FACILITIES AND ACTIVITIES:

**WKNJ-FM 90.3:** Majors gain experience by participating in the FCC-licensed radio station that also serves as the department audio production facilities.

**Television Center:** the University's Television Center studio was recently renovated at a cost of more than a million dollars, and features state of the art digital equipment and is used for a wide variety of media courses.

**Multimedia Mac Lab:** Students may create projects in the department's brand new Apple lab with MAC G-5's with-Final Cut Studio suite software.

**PC LAB:** This new lab is open to students for all coursework and also has the latest Adobe Premiere software.

**Internships:** Media & Film students take advantage of highly competitive NY-NJ internships for major credit. Students intern at MTV, CBS, Telemundo, WFAN, NBC, MTV, MSNBC, CNBC, WB-11, News 9, K-Rock, Z-100, Univision, NJ-12, Comcast, Sony Music, and many other locations.

**Special Course Offerings:** Students may also register for special topic courses taught by professionals in the field, such as the National Academy of Television Arts and Sciences (The Emmy's) – which brings Kean students in contact with well-known broadcast professionals, or learn from Kean faculty who work/have worked at such locations as HBO, CBS News, Fox Sports, King World, CNBC, CNN, and the Yes Network. Students are also invited to attend small "master classes" with visiting professionals. A recent session allowed students to work with actors and directors from *The Guiding Light* in Kean's television studio and the New York studio.

**Special Opportunities:** Crew, Production Company, and Practicum courses allow students to earn class credits serving in production crews, producing programming, and serving as lab assistants that enable them to earn professional and management experience in a variety of roles to list on their job resumes.

**Professional Organizations:** A National Broadcasting Society student chapter is active in the department. Members tour area broadcast sites and are eligible to attend national and regional conventions.

**Paid Work Opportunities:** There are a number of competitive paid director positions in the labs and studios where students can earn professional work experience.

**TravelLearn and Study Abroad:** Students will have the opportunity to visit other countries and be exposed to other cultures. Some students may do international internships.

## B.A. MEDIA & FILM

### BROADCAST OPTION: 124 S.H.

Coordinator: Dr. Scott McHugh  
CAS 420 (908) 737-0458

### GENERAL EDUCATION REQUIREMENT 52-56 S.H1

### FOUNDATIONS REQUIREMENTS<sup>2</sup> 13<sup>3</sup> S.H.

GE	1000	Transition to Kean	1
ENG	1030	College Composition	3
MATH	1000	Algebra for Coll. Students	3
COMM	1402	Speech Communication As Critical Citizenship	3
GE	2023	Research & Technology	3

### DISCIPLINARY/INTERDISCIPLINARY DISTRIBUTION REQUIREMENTS:

<i>Humanities</i>	9
*ENG 2403 World Literature	3
Select <b>two</b> courses from different areas:	
Fine Arts or Art History	3
Philosophy or Religion	3
Foreign Languages 6	3
Music or Theater	3
Interdisciplinary	3
<i>Social Sciences</i>	9
*HIST 1000 History of Civil Society in America	3
Select <b>two</b> from different areas:	
Psychology	3
Economics or Geography	3
Political Science	3
Sociology or Anthropology	3
Interdisciplinary	3

### Science & Mathematics 10-11

\*MATH or CPS 3

Select any **two** areas from different areas:  
One **must** be a lab course.

Biology	3, 4
Chemistry or Physics	3, 4
Astronomy, Geology, Meteorology or Earth Science 3, 4	
Interdisciplinary	3, 4

### Health/Physical Education 2-3

ID 1225 Issues Contemporary Health	3
---------------------------------------	---

**OR**  
Physical Education 1

### CONCENTRATION<sup>4</sup> 6-8

### MAJOR/GE CAPSTONE COURSE 3

MED 4600 Senior Seminar in Media	3
----------------------------------	---

**BROADCAST OPTION: 51 TOTAL CREDITS**

<b>CORE REQUIREMENTS<sup>5</sup></b>				<b>24</b>
MED	2500	Mass Media		3
MED	2600	Audio Production		3
MED	2700	Media Performance		3
MED	2800	Video Field Production		3
MED	2900	TV Studio Prod		3
MED	2850	Crew I		1.5
MED	285I	Crew II		1.5
MED	3000	<b>WE</b> Broadcast Journalism		3
MED	3850	Crew III		1.5
MED	385I	Crew IV		1.5

**BROADCAST ELECTIVES I: 12 S.H. FROM THE FOLLOWING**

MED	3100	Media Advertising		3
FILM	2600	Film History		3
MED	3500	Media Criticism		3
MED	3600	Topics in Media		3
MED	4810	Electronic Media Workshop		3
MED	4500	Media Management		3
Up to six credits of any other MED or FILM course with advisor's permission				3-6

**BROADCAST ELECTIVES II: 15 S.H. FROM THE FOLLOWING:**

MED	3900	Production Company I		4
MED	4900	Production Company II		4
MED	3950,51,52	Media Practicum	1, 2, 3	
MED	4700,01,02	Internship	3, 6, 12	
MED	4800,01	Travel Learn	3, 3	

**FREE ELECTIVES: 17-21**

50% of free electives must be taken at the 3000-4000 level

<sup>1</sup>Required of all Freshmen and Transfers with fewer than 10 credits.

<sup>2</sup>See prerequisites and equivalencies on page 33.

<sup>3</sup>Additional 3 credit course paired with Reading may be required by placement testing.

<sup>4</sup>Not required of students with a second major, minor or collateral.

<sup>5</sup>All major courses, including the Capstone, require a grade of C or better.

<sup>6</sup>See Foreign Language Credit

\*Required Distribution Course

**B.A. MEDIA & FILM****MULTICULTURAL PROGRAMMING AND MANAGEMENT OPTION: 124 S.H.**

Coordinator: Dr. Cathleen Londino  
CAS 418 (908) 737-0454

**GENERAL EDUCATION REQUIREMENT: 52-56****FOUNDATIONS REQUIREMENTS<sup>2</sup>: 13<sup>3</sup>**

GE	1000	Transition to Kean		1
ENG	1030	College Composition		3
MATH	1000	Algebra for Coll. Students		3
COMM	1402	Speech Communication As Critical Citizenship		3
GE	2023	Research & Technology		3

**DISCIPLINARY/INTERDISCIPLINARY DISTRIBUTION REQUIREMENTS:**

<i>Humanities</i>				9
*ENG	2403	World Literature		3
**REL	2702	Western Religions		3
Select <b>one</b> course from below:				
Fine Arts or Art History				3
Foreign Languages 6				3
Music or Theater				3
Interdisciplinary				3

*Social Sciences*

*HIST	1000	History of Civil Society in America		3
**PS	2400	Intl Relations		3
Select <b>one</b> course from below:				
Psychology				3
Economics or Geography				3
Sociology or Anthropology				3
Interdisciplinary				3

*Science & Mathematics*

*CPS	1031	Intro to Computers		3
------	------	--------------------	--	---

Select **two** courses from the following.  
(One **must** be a lab science)

Biology				3, 4
Chemistry or Physics				3, 4
Astronomy, Geology, Meteorology or Earth Science				3, 4
Interdisciplinary				3, 4

*Health/Physical Education*

ID	1225	Issues Contemporary Health		3
Or Physical Education				1

**REQUIRED CONCENTRATION: 6-8****MAJOR/GE CAPSTONE COURSE**

MED	4600	Senior Seminar in Media		3
-----	------	-------------------------	--	---

**CORE REQUIREMENTS<sup>5</sup>**

MED	2500	Mass Media		3
MED	2600	Audio Production		3
MED	2700	Media Performance		3
MED	2800	Video Field Production		3
MED	2900	TV Studio Prod		3
MED	2850	Crew I		1.5
MED	285I	Crew II		1.5
MED	3000	<b>WE</b> Broadcast Journalism		3
MED	3850	Crew III		1.5
MED	385I	Crew IV		1.5

**MULTICULTURAL PROGRAMMING AND MANAGEMENT OPTION: REQUIRED: 12**

MED	3545	Multicultural Programming		3
MED	4500	Media Management		3
MED	4700,01	Internship		3,6

**MAJOR ELECTIVES:15 S.H. FROM THE FOLLOWING:**

MED	3100	Media Advertising		3
MED	3500	Media Criticism		3
MED	3600	Topics in Media		3
MED	3700	Broadcast Feature		3
MED	3900	Production Company I		4
MED	4900	Production Company II		4
MED	3950,51,52	Media Practicum	1,2, 3	
MED	4800,01	Travel Learn	3,3	

**FREE ELECTIVES: 17-21**

(50% of free electives must be taken at the 3000-4000 level)

<sup>1</sup>Required of all Freshmen and Transfers with fewer than 10 credits.

<sup>2</sup>See prerequisites and equivalencies on page 33.

<sup>3</sup>Additional 3 credit course paired with Reading may be required by placement testing.

<sup>4</sup>Not required of students with a second major, minor or collateral.

<sup>5</sup>All major courses, including the Capstone, require a grade of C or better.

<sup>6</sup>See Foreign Language Credit

\*Required Distribution Course

\*\*Required Distribution Course for All Media and Film majors

**B.A. MEDIA & FILM****INTERNATIONAL BROADCAST JOURNALISM OPTION**

Coordinator: Dr. Kristine Mirrer  
CAS 419 (908) 737-0456

**GENERAL EDUCATION REQUIREMENT 52-56****FOUNDATIONS REQUIREMENTS<sup>2</sup> 13<sup>3</sup>**

GE	1000	Transition to Kean		1
ENG	1030	College Composition		3
MATH	1000	Algebra for Coll. Students		3
COMM	1402	Speech Communication As Critical Citizenship		3
GE	2023	Research & Technology		3

**DISCIPLINARY/INTERDISCIPLINARY DISTRIBUTION REQUIREMENTS:**

<i>Humanities</i>				9
*ENG	2403	World Literature		3
**REL	2702	Western Religions		3
Select <b>one</b> course from below:				
Fine Arts or Art History				3
Foreign Languages 6				3
Music or Theater				3
Interdisciplinary				3



### Required Elective Course

MED 4500 Media Management

### OR

FILM 3400 Contemporary Film Industry

### Electives

Two elective Media & Film courses at the 3000-level or above after consultation with advisor

**Total within the Minor:** 18 Credits (grade of C or better required in each course)

## MEDIA & FILM COURSES

### MEDIA COURSES

**MED 2500 Mass Media (3)**  
The development and effects of mass media in America

**MED 2600 Audio Production (3)**  
Introduction to the basic techniques of audio production and radio station operations.

**MED 2700 Media Performance (3)**  
Radio and television announcing and performance techniques.

**MED 2800 Video Field Production (3)**  
The focus of this course is single camera television production. The goal is to learn the skills necessary for the types of programs that students will encounter in field productions for digital broadcast, cable, and corporate production companies.

**MED 2850, 5I Crew I (1.5)**  
**Crew II (1.5)**  
A practical laboratory with broadcast production experiences provided in all areas of media.

**MED 2900 TV Studio Production (3)**  
The focus of this course is multi-camera studio production. The goal is to simulate the types of programs that students will encounter in studio productions for digital broadcast, cable, and corporate production companies.

**MED 3000 WE Broadcast Journalism (3)**  
Practical application, television and new media journalism techniques, and the handling of news and information in society.  
*Prerequisite: MED 2500*  
*Writing Emphasis Course*

**MED 3050 News Directing & Editing (3)**  
News directing and editing for live television production. This is a lab course to produce live television programming, and examine the various components of news producing.  
*Prerequisite: MED 2900*

**MED 3100 Media Advertising (3)**  
An examination of the concepts and processes of media advertising focusing on the economic, regulatory, global and social forces that impact the management of advertising campaigns in the radio, television, cable, and telecommunication industries.  
*Prerequisite: MED 2500*

**MED 3200 History of Broadcasting (3)**  
The development of radio and television in the United States with emphasis on the major social, cultural, economic and political interactions with the broadcast media.

**MED 3500 Media Criticism (3)**  
An examination of the concepts and processes of media ethics. A complete look at the technological, economic, regulatory, global and social forces that impacts the daily production of media content focusing on the print, radio, television, cable, and telecommunication industries.  
*Prerequisite: MED 2500*

**MED 3545 Multicultural Programming (3)**  
The study of broadcast media systems in the United States and the practices of network, cable, and local stations to meet the needs of local diverse communities.  
*Prerequisite: MED 2500*

**MED 3600 Topics in Media (3)**  
Examination of issues or topics in media that relate to the production, business, operation or analysis of the entertainment or news media industry. Generally taught by working media executives. May be repeated for credit if the topic is different.  
*Prerequisite: MED 2500 or permission of instructor.*

**MED 3610 International Comparative Media (3)**  
An international comparative study of broadcast media systems around the world. Students will learn about broadcasting in selected countries and how international media affects their culture.  
*Prerequisite: MED 2500*

**MED 3620 International News (3)**  
The study of international news and international news organizations and services.  
*Prerequisite: MED 3000*

**MED 3700 Broadcast Feature (3)**  
Students will write, analyze, produce, direct and edit short broadcast feature pieces in a variety of news and information formats.  
*Prerequisite: MED 2800*

**MED 3850, 385I Crew III, IV (1.5)**  
An advanced practical laboratory with broadcast production experiences provided in all areas of media.  
*Prerequisite: MED 2850 and 285I*

**MED 3900 Production Company I (4)**  
The goal is to simulate the types of video assignments, which students will encounter in field productions for corporate, industrial, and dramatic production companies.  
*Prerequisite: MED 2800 or MED 2900*

**MED 3950, 395I, 3952 Media Practicum (1, 2, OR 3)**  
An individualized course focusing on a specific aspect of media production or research. Emphasis placed on practical application of technical, performance or writing skills.  
*Prerequisite: MED 2600 or MED 2800 AND Permission of Instructor.*

**MED 4000 Advanced Broadcast Writing (3)**  
The focus of this course is an advanced level of broadcast writing in a variety of formats. It will simulate the types of writing assignments that students will encounter in productions for corporate, broadcast, cable TV and TV film companies.  
*Prerequisite: MED 3000*

**MED 4100 Feature Production Company (3)**  
Production of Broadcast features. Student production companies will produce and direct advanced level broadcast features in a variety of formats.  
*Prerequisite: MED 3700*

**MED 4500 Media Management (3)**  
An examination of the concepts and processes of media management, examining the technological, economic, regulatory, global and social forces that impact the management of the radio, television, cable, and telecommunication industries.  
*Prerequisite: MED 2500*

**MED 4600 Senior Seminar in Media (3)**  
A seminar course designed to integrate media and communication skills into practical application. Students will prepare for careers in media or related fields.  
*Prerequisites: At least 90 credits toward graduation and completion of all core communication. Requirements or permission of instructor.*

**MED 4700, 4701, 4702 Internship (3,6,12)**  
Student supervised placement in an employment position utilizing background in Media courses. MED 4700 and MED 4701 may be repeated for credit. A maximum of twelve (12) credit hours in internship may be applied towards the B.A. Degree.  
*Prerequisite: Minimum of 21 credit hours in Media courses and approval of internship advisor in Media.*

**MED 4800, 4801 Travel Learn (3, 3)**  
Educational tour of designated media culture, with emphasis upon learning through supervised on-site experience at historical monuments, museums, traditional and popular culture institutions, or professional workplaces. Tour duration approximately seven to fifteen days, destinations and travel costs will vary. May be repeated for credit if the topic is different.  
*Prerequisite: MED 2500 or permission of instructor*

**MED 4810 Electronic Media Workshop (3)**  
A workshop course designed to integrate principles and practices of electronic media software. Students will prepare and present digital media productions.  
*Prerequisite: MED 2600 or MED 2800*

**MED 4900 Production Company II (4)**  
Production of Broadcast quality audio or video projects, through student production companies.  
*Prerequisite: MED 3900*

## FILM COURSES

- FILM 2600 Film History (3)**  
A survey course in the historical development of the American film industry up to 1980. An analysis of themes, aesthetic standards, and societal influence of film as business and art.
- FILM 3000 Film Theory (3)**  
A survey of film: Students will examine the major film theories through film screenings and related lectures and discussion.  
*Prerequisite: FILM 2600*
- FILM 3100 Film Production (3)**  
Students will write, produce, direct and edit short film exercises in order to learn the basic techniques of filmmaking through digital video.
- FILM 3200 Cross-Cultural Film (3)**  
International and multicultural contributions to the art of film examined through screenings and lectures.
- FILM 3300 Documentary Film Production (3)**  
Introduction to the genre and production of documentary films. Emphasis on production skills, including idea generation, scripting, camera operation, sound gathering and digital editing with the style and format of documentary storytelling.  
*Prerequisite: FILM 3100*
- FILM 3400 Contemporary Film (3)**  
Examination of the development of the film industry in America since the 1970s, including the history, changing business patterns and digital impact. Also a look at the major directors and actors and some of their best work of our time and the independent film industry.  
*Prerequisite: FILM 2600*
- FILM 3500 Film Production Workshop (3)**  
Film workshop emphasizes techniques of film writing, producing, directing, editing, lighting and sound, at an advanced level.
- FILM 3600 Scriptwriting (3)**  
Develop and understand film and television script formats, and learn the techniques to write scripts for different genres. Also a brief introduction to the writers' marketplace, fees and contracts.  
*Prerequisite: FILM 2600*
- FILM 3700 Advanced Film Production Workshop (3)**  
Advanced Film Workshop emphasizes techniques of film writing, producing, directing, editing, lighting and sound.  
*Prerequisite: FILM 3500*
- FILM 4000 Topics in Film (3)**  
Examination of issues and developments in film theory, research and practice. May be repeated for credit if the topic is different.  
*Prerequisite: FILM 2600 or permission of instructor*

**FILM 4100 Film Editing (3)**  
Film Editing is a hands on non-linear editing course for basic editing such as montage, linear, and post-modern editing techniques.  
*Prerequisite: FILM 3500*

**FILM 4300, 4301, 4302 Film Practicum (1,2,3)**  
An individualized course focusing on a specific aspect of production. Emphasis placed on practical application of technical, performance, management, or written skills in film.  
*Prerequisites: FILM 2600 and FILM 3000 or permission of instructor.*

**FILM 4500 Film Festival (3)**  
Upper level course prepares student productions for film festival entry, and may include film festival management.  
*Prerequisite: FILM 3700 and a completed film project accepted by the departmental faculty film review committee, or permission of instructor.*

**FILM 4600 Senior Seminar in Film (3)**  
A seminar course designed to integrate film skills into practical application. Students will prepare for careers in the professional film fields.  
*Prerequisites: At least 90 credits toward graduation and completion of all core film courses or permission of instructor.*

**FILM 4700, 4701, 4702 Film Internship (3,6,12)**  
Supervised placement in an employment position utilizing background in Film and Media. MED/FILM 4700 and 4701 may be repeated for credit. A maximum of twelve (12) credit hours in internship may be applied towards the B.A. Degree.  
*Prerequisite: Junior or Senior standing or permission of instructor.*

**FILM 4800, 4801 Travel Learn (3,3)**  
Educational tour of designated film culture, with emphasis upon learning through supervised on-site experience at historical monuments, museums, traditional and popular cultural institutions, film festivals, professional workplaces. Formal instruction, required reading, screenings, and group study will focus upon examination of issues and developments in film theory, research and practice. Tour duration approximately seven to fifteen days, destinations and travel costs will vary. May be repeated for credit if the topic is different.  
*Prerequisite: Permission of instructor*