

Catalog: Undergraduate Catalog 2015-2016 [Archived Catalog]

Title: School of Communication and Creative Arts

School of Communication & Creative Arts

Administration

Norman C. Mintle, B.A., M.A., Ph.D.

Dean, School of Communication & Creative Arts

Associate Professor

Scott M. Hayes, B.F.A., M.F.A.

Associate Dean, School of Communication & Creative Arts

Associate Professor of Theatre Arts

Linda N. Cooper, B.S., M.A.

Chair, Department of Theatre Arts

Associate Professor of Theatre Arts

Bruce Kirk, B.G.S., M.A.

Chair, Department of Digital Media & Communication Arts

Associate Professor of Communication Studies

Cecil V. Kramer, Jr., B.S., M.A., M.Div., D.Min.

Director of Graduate Programs

Professor of Communication Studies

Stephan Schultze, B.A., M.Adm.

Executive Director, Cinematic Arts – Zaki Gordon Center

A. Todd Smith, B.A., B.S., M.F.A.

Chair, Department of Studio & Digital Arts

Professor of Studio & Digital Arts

Faculty

The faculty roster, which can be sorted by department and faculty type, is available

at <https://www.liberty.edu/index.cfm?action=faculty&PID=19959&CatID=24>.

PURPOSE

The School of Communication & Creative Arts, comprised of the Cinematic Arts–Zaki Gordon Center along with the Departments of Digital Media & Communication Arts, Studio and Digital Arts, and Theatre Arts, offers undergraduate and graduate degrees in order to prepare artists and scholars in the practice and theory of the communication arts. Cinematic Arts is a 2-year full immersion program. Majors, by department, include: Digital Media &

Communication Arts: Digital Media, Journalism, Speech Communication, and Strategic Communication; Studio & Digital Arts: concentrations in Graphic Design and Studio Art; Theatre Arts: concentrations in Arts Administration, Dramaturgy, Performance and Production.

TEACHER LICENSURE

Teacher preparation and endorsement is available in Art Education and Theatre Arts. Add-on endorsements in theatre, journalism, speech communication and studio art are available through the School of Communication & Creative Arts in cooperation with the Teacher Education Department. Those wishing to pursue teacher-related programs should seek information from the Teacher Licensure Office in the School of Education. Licensure information is also available at www.liberty.edu/uguide.

Cinematic Arts - Zaki Gordon Center

Stephan Schultze, B.A., M.A.

Executive Director, Cinematic Arts - Zaki Gordon Center

PURPOSE

Cinema is a unique form of communication and the purpose of the Cinematic Arts – Zaki Gordon Center is to glorify God by reflecting the truths of Scripture through cinema. The Cinematic Arts – Zaki Gordon Center at Liberty University is distinctive because of its approach in training the next generation of filmmakers in a Christ-focused environment. Dr. Jerry Falwell coined “Saturation Evangelism” as the ability to reach every available person through every available means. Liberty University’s Cinematic Arts – Zaki Gordon Center supports the scope of that mission.

Cinematic Arts Major (B.S.)

PURPOSE

Learning how to create impactful and professionally produced films that have a competitive edge will help insure that new filmmakers and the message of Christ will stand out in a content driven marketplace.

The B.S. in Cinematic Arts is a 2-year full immersion*, cohort** program that students enter in the fall of either their sophomore or junior year. Students that enter the cohort program their sophomore year must complete the first two semesters on the B.S. of Cinematic Arts suggested course sequence. Students that enter the cohort program their junior complete their general education, CINE 201, CINE 202, and CINE 203.

***FULL IMMERSION** – 5 days a week instruction that could include 8-12 hours with professors a day. This hands-on instruction will produce the best learning environment, mirroring a real world model for product driven outcomes.

****COHORT** – A fixed group of 16-20 students who have been accepted into the Cinematic Arts Major after applying to continue in the B.S. in Cinematic

Arts program. (Cohort students are advised not to take classes outside of the B.S Cinematic Arts Major)

NOTE: Admission to continue in the B.S. in Cinematic Arts is an application and acceptance process. If possible, it is advised that students declare Cinematic Arts as their major their freshman year. Students must work closely with their academic advisor as they work through their Degree Completion Plan (DCP) and should schedule a meeting with a faculty member in the Cinematic Arts Program to gain insight on the application process and ask questions as needed.

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Integrate thematic values in storytelling.
2. Determine personnel and technical elements relevant to the visual content of the story.
3. Evaluate the distribution model for a movie.
4. Justify moral decisions related to moviemaking based biblical worldview/principles.

PROGRAM APPLICATION PROCEDURES

In order to continue in the Cinematic Arts Program, students must be accepted into the program through an application process that starts second semester of a student's sophomore year. In addition to the general admission requirements, students must meet the following admission requirements to apply to continue into the program in their Junior year:

1. Unofficial university transcripts that provide proof of completion of CORE classes: CINE 201, CINE 202, and 203 with at least a B average
2. One letters of recommendation from:
 - a. University instructor or staff member
 - b. Past or present employer or peer
3. Essay/pitch (1,000 words) telling the story of a film the student wants to make
4. Written letter explaining why the student wants to be a filmmaker and a declaration of documentary or narrative study
5. Oral interview (by appointment)

Note: Films, DVDs or videotapes will not be accepted with application to the program.

REGARDING EARLY ACCEPTANCE

Students that have declared Cinematic Arts as their major may apply at any time for early acceptance into the program. This early acceptance is conditional upon the following:

1. The student has a minimum overall undergraduate GPA of 3.0 before entering the cohort program. (Usually spring of their sophomore year).
2. The student has not received a final grade lower than a "C" in any undergraduate course.
3. The student does not have more than 2 unexcused absences in any of the CINE core classes. (CINE 201, CINE 202, CINE 203)

Students that fail to maintain these standards will lose their early acceptance. However students are strongly encouraged to reapply Jan 1st. of the year they plan

on attending the CINE cohort. (Usually spring of their sophomore year). Acceptance will be based solely off of the most recent application/interview.

REGARDING CURRENT COHORT STUDENTS

Any student enrolled in the CINE cohort that receives final grade lower than a "C" in any CINE course, will have 60 days to rectify the grade with the instructor of the course. It is the students responsibility to initiate this process, not the instructors.

Any student that fails to rectify a grade lower than a "C" within 60 days will automatically be removed from the program. The student may re-apply for the next CINE cohort entry. (Usually 1 year later).

Career Opportunities

Producer	Cinematographer
Director	Production Assistant
Screenwriter	Film and Video Editor
Assistant Editor	Animator
Sound Effects Editor	Marketing Manager
Multimedia Artist	Promotion Manager

Program of Study

Cinematic Arts Minor

Department of Digital Media & Communication Arts

Bruce Kirk, B.G.S., M.A.

Chair, Department of Digital Media & Communication Arts

Associate Professor of Communication Studies

PURPOSE

The purpose of the Department of Digital Media & Communication Arts is to produce videographers, editors, audio techs, producers, directors, content/journalism writers, strategic marketing and communication professionals, all based in a Christ-centered perspective that governs everything undertaken in the field. The Digital Media & Communication Arts department will prepare students to:

1. Use their professional skills to complement their moral and ethical values.
 2. Possess both theoretical and history understanding of Digital Media, Advertising /Public Relations, Journalism and Speech Communication.
 3. Make practical application of knowledge in professional and personal contexts as a communicator in the field of Digital Media & Communication Arts.
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Career Opportunities

Advertising	Ministry
Business	Public Relations
Education	Radio
Film	Sales
Journalism	Television

Combined Skills:

Acting	News Reporting
Copy Editing	Reporting
Copy Writing	Public Affairs
Corporate Team	Communications
Building	Research
Editing	Social Work
Publications	
Graphic	Speech Writing
Illustration	
Lobbying	Teaching
News Anchor	Tutoring
News Directing	Web Design

LAMBDA PI ETA HONOR SOCIETY

Advisor: Dr. Randall Pruitt

Lambda Pi Eta (LPH) is the National Communication Association's official honor society at four-year colleges and universities. As an accredited member of the Association of College Honor Societies (ACHS), Lambda Pi Eta has active chapters at four-year colleges and universities worldwide. LPH represents what Aristotle described in *The Rhetoric* as three ingredients of persuasion: logos (Lambda), meaning logic; pathos (Pi), relating to emotion; and ethos (Eta), defined as character credibility and ethics. Lambda Pi Eta recognizes, fosters, and rewards outstanding scholastic achievement while stimulating interest in the communication discipline.

To be eligible for admission, undergraduate students must meet the following criteria:

1. Complete 60 semester credit-hours (90 quarter credit-hours)
2. Have a minimum cumulative GPA of 3.00 for all courses taken
3. Complete the equivalent of 12 semester credit-hours (18 quarter credit-hours) in communication studies

4. Have a minimum GPA of 3.25 for all communication studies courses
5. Currently be enrolled as a student in good standing, as determined by the institution's policies
6. Rank within the highest thirty-five percent of one's class in general scholarship.

Digital Media Major (B.S.)

PURPOSE

The concentrations under this major are committed to preparing students for success in a digital, social and interactive media job market that is dramatically growing with each passing year. The concentrations cover the digital job market: video, audio, social and interactive media, storytelling and performance, while creating stories across multiple platforms.

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Create stories across multiple platforms.
2. Apply digital media knowledge, skills and behaviors to best practices in the discipline.
3. Create media reflective of the nature and heart of God.

Audio Concentration

The student will be able to:

1. Utilize current digital media equipment to create broadcast quality sounds for productions.
2. Develop sound, sound effects and sound design for effective storytelling.
3. Evaluate audio elements of digital media productions.

Performance Concentration

The student will be able to:

1. Utilize principles of style, color and fashion as they relate to personal appearance on camera.
2. Evaluate delivery styles and techniques.

Social Networking and Interactive Media Concentration

The student will be able to:

1. Apply principles of strategic communication to improve marketing, reputation and advocacy for social networking and interactive media clients.
2. Critically examine trends in social networking.

Transmedia Writing Concentration

The student will be able to:

1. Create one story told in multiple story environments over diverse media.
2. Apply storytelling and story world creation skills to transmedia scenarios.
3. Develop business plans for transmedia programming.

Video Concentration

The student will be able to:

1. Utilize current digital media equipment to capture broadcast quality footage.
2. Implement effective storytelling as evidence by the production of broadcast quality packages.

Programs of Study

Journalism Major (B.S.)

PURPOSE

The purpose of the journalism major is for the student to be able to create and prepare news and content in a fashion appropriate for all media; from digital to video to traditional in an ever-growing and changing media market. This prepares the student for careers such as content producer and manager, reporter, copywriter, editor, columnist, sports writer and freelance writer.

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Utilize best practices for journalism while maintaining a Christian worldview.
2. Research and create content based on journalist practices and principles.
3. Prepare news and content in a format and style appropriate for traditional and social media platforms.

Speech Communication Major (B.S.)

PURPOSE

The purpose of the speech communication major focuses on the application of various theoretical techniques of communication processes. The student will master oral communication in a variety of forms and practices and create effective and audience appropriate messages. This prepares the students for careers as an announcer, missions work, human resources specialist, or jobs in journalism and speech.

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Master communication in its variety of forms and practices
2. Utilize best practices for communication while maintaining a Christian worldview.
3. Create effective and audience appropriate messages.

Professional Communication Concentration

The student will be able to:

1. Demonstrate communication competency through verbal, non-verbal, and written forms.
2. Evaluate the effectiveness of various approaches to professional communication.

Speech Communication Concentration

The student will be able to:

1. Demonstrate communication competency through verbal, non-verbal, and computer-mediated channels.
2. Evaluate the effectiveness of various approaches to business communication.

Strategic Communication Major (B.S.)

PURPOSE

The purpose of the strategic communication major is for students to learn to develop effective audience specific cross-platform strategic communication campaigns. This prepares them for careers in advertising, social media management, integrated marketing communications, digital promotion and interactive marketing among others.

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Utilize strategic communication while maintaining a Christian worldview.
2. Develop effective, audience appropriate cross-platform strategic communication campaigns.
3. Evaluate strategic and tactical communication practices.

Cognates

Department of Studio & Digital Arts

A. Todd Smith, B.A., B.S., M.F.A.

Chair, Department of Studio & Digital Arts

Professor of Studio & Digital Arts

PURPOSE

The purpose of the Department of Studio & Digital Arts is to produce visual artists, graphic designers and art educators rooted in a Christ-centered perspective that governs every decision, action and work of art they undertake in the field of visual art.

Career Opportunities

Advertising	Ministry
Animator	Multimedia Artist
Business	Public Relations
Education	Sales
Journalism	Television

Combined Skills:

Acting	Reporting
Art Director	Public Affairs
Copy Editing	Communications
	Research

Corporate Team Building	Social Work
Editing Publications	Teaching
Graphic Illustration	Tutoring
Lobbying	Web Design
News Reporting	

KAPPA PI ART HONOR SOCIETY

Advisor: Professor Eva Palmer

Kappa Pi – Zeta Chi Chapter promotes artistic excellence at the collegiate level. The purpose of this fraternity will be to form bodies of representative students who will, by their influence and artistic interest, uphold the highest ideals of a liberal education; to provide a means whereby students with artistic commitment meet for the purpose of informal study and communication; to raise the standards of productive artist work among students in the college and universities; to furnish the highest reward for conscientious effort in furthering the best interest of art in the broadest sense of the term, by election to membership in the Fraternity, based upon such meritorious work.

Membership Criteria

- B average in art courses
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Studio and Digital Arts Major (B.F.A.)

PURPOSE

The Bachelor of Fine Arts degree is considered the pre-professional degree, allowing students to gain extensive practice-based course work in the field of art and design. The degree provides the opportunity for students to focus on one of three areas: Graphic Design, Two Dimensional Art, or Three Dimensional Art.

PROGRAM REQUIREMENTS

1. Students must submit a portfolio of 20 works for entry.
2. Students must maintain a 3.0 GPA.

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Analyze visual imagery in relation to a variety of contexts.
2. Articulate the meaning of visual imagery.

Graphic Design Concentration

The student will be able to create visual imagery using digital practices, while maintaining a Christian worldview.

Studio Art Concentration

The student will be able to create visual imagery using traditional practices, while

maintaining a Christian worldview.

Programs of Study

Studio and Digital Arts Major (B.S.)

PURPOSE

The purpose of the Studio and Digital Arts major is to strive to prepare students, whether studio art or graphic design, who will:

1. Use their professional skills to complement their moral and ethical values;
2. Possess both theoretical and historical understanding of studio and digital arts; and
3. Make practical application of knowledge in professional and personal contexts as a communicator in the field of visual art.

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Critically analyze visual imagery in relation to history and culture;
2. Effectively articulate the meaning of visual imagery;
3. Visualize, conceptualize, and create visual imagery using traditional and digital materials, media, methods and techniques;
4. Integrate a Christian worldview with best practices for creating visual imagery.

Programs of Study

Graphic Design Minor

Photography Minor

PROGRAM LEARNING OUTCOMES

The student will be able to demonstrate an understanding of the principles of design and photo composition.

Studio Art Minor

Department of Theatre Arts

Linda N. Cooper, B.S., M.A.

Chair, Department of Theatre Arts

PURPOSE

The Department of Theatre Arts provides instruction in the theory and practice of theatre performance and production, in order to prepare students for professional stage careers, for graduate study in theatre arts, and for a life of growing appreciation for the theatre and dramatic art. Central to the departmental purpose is the development of observant, sensitive theatrical artists, who, with their skills, training, knowledge, and professional attitudes, may glorify Christ in the world through the practice of their craft and the testimony of their lives.

PROGRAM REQUIREMENTS

1. Students must receive a "C" or better in all THEA classes.
 2. Students must earn a minimum GPA of 2.00 to participate in THEA 200, 300, or 400 classes.
 3. See the *Department of Theatre Arts Student Handbook* for more information.
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Career Opportunities

Actor	Play Submissions
	Editor
Art Critic	Program Director
Choreographer	Properties Master
Director	Public Relations
Drama Ministry	Publishing License
	Agent
Dramaturge	Script Writer
First Hand Costumer	Special Events
	Coordinator
House Manager	Speech Writer
Law	Stage Manager
Performing Arts	Theatre Historian
Coordinator	Theater Manager

ALPHA PSI OMEGA HONOR SOCIETY

Advisor: Mrs. Linda N. Cooper

Alpha Psi Omega is dedicated to recognizing and encouraging excellence in the study of theatre arts. Chapter activities provide members with opportunities for sharing and advancing their professional interests. Lectures and field trips are designed to awaken theatrical interest, and to promote interaction between students and faculty and amongst other theatre professionals.

Criteria for membership: An undergraduate student must have completed at least 15 semester hours in theatre arts (excluding performance/production credits) with a grade in all theatre courses averaging at least a 3.50 and must have a general average of at least a 3.25 in all classes. Candidates must have participated in at least seven main stage productions and be in good ethical standing with the

University. All inductees must be voted into the society by a majority of the Liberty University Department of Theatre Arts faculty and staff.

Theatre Arts Major (B.A.)

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Articulate a personal aesthetic as a creative artist, grounded in the history and current practices of theatre.
2. Evaluate multiple worldviews from a biblical perspective.
3. Create original and re-interpretive theatrical work, evidenced by a consistent work ethic and respect for professional ethics.
4. Integrate research and critical thinking skills to deepen and refine the quality of artistic work.
5. Communicate effectively in written, oral, visual, and technological formats.

Arts Administration Concentration

- The student will be able to apply administrative concepts to determine effective solutions relative to situations in theater.

Dramaturgy Concentration

- The student will be able to evaluate critically various texts for the purpose of presenting original theatrical ideas.

Performance Concentration

- The student will be able to present a believable representation of humanity utilizing appropriate skills in technique, research and analysis.

Production Concentration

- The student will be able to clearly present a creative, theatrical design utilizing conceptual thought and thorough research and analysis.
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SOPHOMORE HEARING PREREQUISITES

Students must have completed two production credits prior to attempting the Sophomore Hearing. If attempting performance, they must have completed two on stage credits; if attempting production, they must have completed two production credits; for education, they must have completed one of each.

TEACHER LICENSURE

Teacher preparation and endorsement in Theatre Arts is available through the Department of Theatre Arts in cooperation with the Teacher Education Department. Those wishing to pursue teaching-related programs should seek information from the Teacher Licensure Office in the School of Education. Licensure information is also available at www.liberty.edu/uguide.

Programs of Study

Theatre Arts Minor

DEGREE COMPLETION PLANS

Degree Completion Plans for programs offered by the School of Communication & Creative Arts can be accessed at: <http://www.liberty.edu/dcps>.