

New Media Production (MA)

This program is offered by the School of Communications and is only available at the St. Louis home campus.

Program Description

In the current dynamic media environment, the demand is for practitioners who are able to produce content on various digital platforms using the latest equipment and methods. This degree is designed to teach students how to succeed in that changing media environment and to give them the production skills necessary to communicate stories with impact.

Learning Outcomes

- Students will demonstrate proficiency on multiple digital platforms and possess multiple digital skill sets as part of a modern production process and should be able to perform those skills in a professional environment.
- Students will develop proficiency in using various media platforms as part of the storytelling process.
- Students will demonstrate a mastery of storytelling techniques.
- Students will demonstrate knowledge of various approaches to employing multimedia storytelling in the social media environment.

Program Curriculum

The 36 credit hours required for the MA in new media production must include the following courses:

Core Courses (21 credit hours)

- NPRO 5000 New Media Tools (3 hours)
- NPRO 5100 Written Storytelling (3 hours)
- NPRO 5200 Audio Storytelling (3 hours)
- NPRO 5300 Visual Storytelling (3 hours)
- ADVT 5100 Strategic Principles of Advertising and Marketing Communications (3 hours)
- NPRO 6000 New Media Thesis Project (6 hours)

Elective Skills Courses (15 credit hours)

Students are required to take five courses listed as skills courses for this degree from the following list of available electives (15 credit hours). The 15 hours of course work may come only from the following list of approved electives:

- AUDI 5220 Podcast Production and Promotion (3 hours)
- FTVP 5310 Fundamentals of Video Cameras and Lighting (3 hours)
- FTVP 5330 Digital Graphics and Motion Graphics Production (3 hours)
- FTVP 5331 Video Editing and Webisode Creation (3 hours)
- INTM 5630 Digital Design and Information Graphic Production (3 hours)
- INTM 5640 Multimedia Production for Websites and Mobile Applications (3 hours)
- MEDC 5600 Introduction to Interactive Communications (3 hours)
- NPRO 5650 Special Topics in New Media Production (3 hours)
- NPRO 5900 New Media Project Production (3 hours)
- PHOT 5060 Digital Images and Storytelling (3 hours)

Students may substitute appropriate 4000-level courses for electives in this program with the approval of the student's academic advisor and by submitting a program option request prior to registration to be approved in writing by the department chair and the dean of the School of Communications.

All students entering this program are required to consult with a School of Communications academic advisor to create a program plan to chart progress through the curriculum in this degree program.

The required and elective courses listed may be taken as directed studies, subject to the conditions stated in Directed Studies under the Academic Policies section of this catalog and approved by the department chair and the Dean of the School of Communications.

Admission

See the Admission section of this catalog for general admission requirements. Students interested in applying must submit their application online at www.webster.edu/apply. Transcripts should be sent from your institution electronically to transcripts@webster.edu. If this service is not available, send transcripts to:

Office of Admission
Webster University
470 E. Lockwood Ave.
St. Louis, MO 63119

Advancement to Candidacy

Students are admitted to their graduate program upon completion of all admission requirements. Students are advanced to candidacy status after successfully completing 12 credit hours with a cumulative GPA of 3.0 or higher. In specialized programs, courses required as prerequisites to the program do not count toward the 12 credit hours required for advancement.