

MEDIA ARTS, B.A.

The media arts major prepares students to work in modern media production through hands-on experience and an understanding of how successful media works. Courses cover video and audio production, screenwriting, video game design and more. All Media Arts majors complete an internship to gain career experience. Our graduates go on to careers in film, animation, advertising, writing and more.

Learning Outcomes

1. Media Arts students will demonstrate proficiency of technique across a variety of platforms and processes for the creation of media artworks.
2. Media Arts students will be able to work individually and in teams to create aesthetically and conceptually sophisticated works of media art.
3. Media Arts students will publicly present their work at and beyond the University in screenings, festivals, galleries, conferences, and other forums.
4. Media Arts students will be able to identify and analyze the impact of media art as it relates to global media practices and culture.
5. Media Arts students will be able to describe and evaluate the relationship between their own artwork and its place in the larger community of artists and practitioners.

Admissions

Entrance Requirements

New freshmen who meet University admissions standards are eligible for admission to degree programs offered by the college. A student who wishes to enter the College of Arts and Sciences from another college on the Columbia campus must be in good standing and have a cumulative GPA of 2.00 or higher. A student who wishes to enter the College of Arts and Sciences from another USC campus must fulfill one of the following requirements:

1. Be in good standing, meet the admission requirements for a baccalaureate degree on the Columbia campus, and have a cumulative GPA of 2.00 or higher.
2. Be in good standing and have completed 30 semester hours with a GPA of 2.00 or higher on a USC campus.

Some programs in the College of Arts and Sciences have special admission requirements established by the department or committee that supervises the specific degree program, for example, Cardiovascular Technology, Biological Sciences, Chemistry, Biochemistry and Molecular Biology, Economics, Environmental Science, the Bachelor of Arts in Interdisciplinary Studies, and the Bachelor of Science in Interdisciplinary Studies. These requirements are listed in the sections of this bulletin that describe department and special degree programs.

Degree Requirements (120 hours)

Program of Study

Requirements	Credit Hours
1. Carolina Core	32-44
2. College Requirements	15-18
3. Program Requirements	28-43
4. Major Requirements	30

Founding Documents Requirement

All undergraduate students must take a 3-credit course or its equivalent with a passing grade in the subject areas of History, Political Science, or African American Studies that covers the founding documents including the United State Constitution, the Declaration of Independence, the Emancipation Proclamation and one or more documents that are foundational to the African American Freedom struggle, and a minimum of five essays from the Federalist papers. This course may count as a requirement in any part of the program of study including the Carolina Core, the major, minor or cognate, or as a general elective. Courses that meet this requirement are listed here (<https://academicbulletins.sc.edu/undergraduate/founding-document-courses/>).

1. Carolina Core Requirements (32-44 hours)

CMW – Effective, Engaged, and Persuasive Communication: Written (6 hours)

must be passed with a grade of C or higher

- any CC-CMW courses (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

ARP – Analytical Reasoning and Problem Solving (6-8 hours)

- any CC-ARP courses (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

SCI – Scientific Literacy (8 hours)

- two 4-credit hour CC-SCI (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>) laboratory science courses

GFL – Global Citizenship and Multicultural Understanding: Foreign Language (0-6 hours)

Demonstration of proficiency in one foreign language equivalent to the minimal passing grade on the exit examination in the 122 course is required. Students can demonstrate this proficiency by successfully completing Phase II of the Proficiency Test or by successfully completing the 122 course, including the exit exam administered as part of that course.

- CC-GFL courses (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

It is strongly recommended that students continuing the study of a foreign language begin college-level study of that language in their first semester and continue in that language until their particular foreign language requirement is completed.

GHS – Global Citizenship and Multicultural Understanding: Historical Thinking (3 hours)

- any CC-GHS course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

GSS – Global Citizenship and Multicultural Understanding: Social Sciences (3 hours)

- any CC-GSS course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

AIU – Aesthetic and Interpretive Understanding (3 hours)

- any CC-AIU course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

CMS – Effective, Engaged, and Persuasive Communication: Spoken Component ¹ (0-3 hours)

- any overlay or stand-alone CC-CMS course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

INF – Information Literacy ¹ (0-3 hours)

- any overlay or stand-alone CC-INF course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

VSR – Values, Ethics, and Social Responsibility ¹ (0-3 hours)

- any overlay or stand-alone CC-VSR course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

¹ **Carolina Core Stand Alone or Overlay Eligible Requirements** – Overlay-approved courses offer students the option of meeting two Carolina Core components in a single course. A maximum of two overlays is allowed. The total Carolina Core credit hours must add up to a minimum of 31 hours. Some programs may have a higher number of minimum Carolina Core hours due to specified requirements.

2. College Requirements (15-18 hours)

Foreign Language (0-3 hours)

- only if needed to meet 122-level proficiency

History (3 hours)

The College of Arts and Sciences requires one additional GHS course beyond the Carolina Core GHS requirement.

- If the Carolina Core GHS requirement is fulfilled by a **U.S. history** course, the College of Arts and Sciences history requirement must be fulfilled by a **non-U.S. history** course.
- If the Carolina Core GHS requirement is fulfilled by a **non-U.S. history** course, the College of Arts and Sciences history requirement must be fulfilled by a **U.S. history** course.

Please select the College of Arts and Sciences history requirement from the approved list of U.S. and non-U.S. history courses (<https://academicbulletins.sc.edu/undergraduate/arts-sciences/history-requirement/>).

Social Science and Fine Arts or Humanities (12 hours)

- Social Science (3 hours)**
 - The College of Arts and Science requires one 3- hour Social Science Course (<https://academicbulletins.sc.edu/undergraduate/arts-sciences/courses-acceptable-social-science/>)
- Fine Arts/Humanities (9 Hours)**
 - A Bachelor of Arts from the College of Arts and Sciences requires three 3-hour Fine Arts/Humanities Courses (<https://academicbulletins.sc.edu/undergraduate/arts-sciences/courses-acceptable-fine-arts-humanities/>)

3. Program Requirements (28-43 hours) Cognate or Minor (12-18 hours)

Students must complete a cognate (12 hours) or a minor as part of this program. In lieu of a cognate or minor, an additional major may be added to a student's program of study. **Additional majors must include all major courses as well as any prescribed courses noted (*) in the bulletin.**

Prescribed courses noted in the bulletin may be shared with Carolina Core, College requirements, and Program requirements in the primary program.

Cognate (12 hours)

The cognate must consist of twelve (12) hours of courses at the advanced level, outside of but related to the major. The cognate may be taken in one or more departments or programs.

Courses offered by departments and programs that are acceptable for cognate credit are outlined in the section titled Courses Acceptable for Cognate Credit in Degree Programs in the College of Arts and Sciences (<https://academicbulletins.sc.edu/undergraduate/arts-sciences/courses-acceptable-cognate/>). Some major programs have specific cognate requirements. It should be emphasized that the cognate is not a second set of elective courses to be chosen at random by the student. Students are urged to consult their major advisors for specific requirements in their major.

For Bachelor of Arts degrees, all cognate courses must be passed with a grade of C or higher.

Minor (18 hours)

In place of the cognate a student in the College of Arts and Sciences may choose a minor consisting of at least 18 credit hours of prescribed courses.

The minor is intended to develop a coherent basic preparation in a second area of study. It differs from the cognate inasmuch as the courses must follow a structured sequence.

Courses applied toward general education requirements cannot be counted toward the minor. No course may satisfy both major and minor requirements. **All minor courses must be passed with a grade of C or higher.** At least half of the courses in the minor must be completed in residence at the University.

A list of minor programs of study can be found at Programs A-Z (<https://academicbulletins.sc.edu/undergraduate/programs-az/>).

Electives (10-31 hours)

120 (or 128) degree applicable credits are required to complete any degree at USC. After the cognate, minor or second major is complete, any additional credits needed to reach 120 (or 128) total credits can be fulfilled by electives. No courses of a remedial, developmental, skill-acquiring, or vocational nature may apply as credit toward degrees in the College of Arts and Sciences. The College of Arts and Sciences allows the use of the Pass-Fail option on elective courses. Further clarification on inapplicable courses can be obtained from the College of Arts and Sciences.

4. Major Requirements (30 hours)

must be passed with a grade of C or higher

Core Major Courses (12 hours)

Course	Title	Credits
MART 110	Media Culture	3
MART 201	Foundations of Media Arts Production	3
MART 210	Digital Media Arts Fundamentals	3
SVAD 499	School of Visual Art and Design Internship	3
Total Credit Hours		12

Major maps are only a suggested or recommended sequence of courses required in a program of study. Please contact your academic advisor for assistance in the application of specific coursework to a program of study and course selection and planning for upcoming semesters.

Media Arts, B.A.

Major Electives (18 hours)

At least one of these must be a Media Arts Carolina Core Integrative (CC-INT) course.

Course	Title	Credits
Intermediate Courses (9 hours):		9
Any FAMS course from 300-398		
MART 262	Digital Compositing	
MART 321	Media Writing	
MART 341	Sound Design	
MART 371	The Moving Image	
MART 380	New Media Art	
Advanced Courses		9
MART 521A	Media Writing Advanced: Screenwriting ¹	
MART 521B	Media Writing Advanced: Feature Film ¹	
MART 521C	Media Writing Advanced: Manga and Anime ¹	
MART 521D	Media Writing Advanced: Television Writing ¹	
MART 541	Sound Design Advanced: Sound for Motion Picture ¹	
MART 571A	Moving Image Advanced: Narrative ¹	
MART 571B	Moving Image Advanced: Documentary ¹	
MART 571C	Moving Image Advanced: Animation ¹	
MART 571D	Moving Image Advanced: Experimental ¹	
MART 571E	Moving Image Advanced: Cinematography ¹	
MART 581A	New Media Advanced: Site-based and Installation Art ¹	
MART 581B	New Media Advanced: Mobile Platforms ¹	
MART 581C	New Media Advanced: Media Performance ¹	
MART 581D	New Media Advanced: Video Game Design ¹	
MART 581E	New Media Advanced: Sound Art ¹	
MART 590	Special Topics in Media Arts	
MART 591	Special Topics in Film and Media Studies	
MART 592	Special Topics in Film and Media Histories	
MART 593	Special Topics in U.S. Film and Media	
MART 594	Special Topics in Global Film and Media ¹	
MART 598	Media Management and Distribution	
Total Credit Hours		18

¹ These courses are Carolina Core Integrative Courses.

Major Map

A major map is a layout of required courses in a given program of study, including critical courses and suggested course sequences to ensure a clear path to graduation.