

University of Arkansas - Fort Smith

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General Syllabus

MCOM 32003 MEDIA PRODUCTION

Credit Hours: 3 Lecture Hours: 3 Laboratory or other types of Hours: 0

Prerequisite(s) or Corequisite(s): MCOM 12003 Introduction to Media Communication; OR declared MCOM major

Effective Catalog: 2026-2027

I. Course Information

A. Catalog Description

Fundamentals of media production focusing on technical and aesthetic practices in audio-visual media, single-camera techniques, and visual storytelling techniques.

B. Additional Information

Class is designed to be a workshop.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Explain basic terms and concepts related to the art and technology of digital media production
2. Evaluate the responsibilities and duties of various crew positions
3. Apply production fundamentals to preproduction, production, and postproduction of video projects
4. Analyze emerging trends in digital media production.
5. Design and produce short digital video projects.

B. University Learning Outcomes (ULO)

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills

Students will draw conclusions and/or solve problems through planning and execution on various technological platforms.

Communication Skills (written and oral)

Students will be able to communicate effectively with a variety of audiences in any setting through media projects.

III. Major Course Topics

- A. Preproduction, Production, Postproduction
- B. Visual Storytelling
- C. Production Design
- D. Mise-en-Scène
- E. Cinematography
- F. Master Scene Technique
- G. Editing
- H. Sound
- I. Storyboards