

# FILM & MEDIA STUDIES

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## FACULTY

**Kelly Anderson, Assistant Professor;** BA, Brown; Film and Video Production, Digital Editing

**Stuart Ewen, Distinguished Professor;** PhD, SUNY; Social and Cultural History, Visual Culture, Graphics

**Mary Flanagan, Assistant Professor;** MFA, Iowa; Interactive Art and Multimedia Design

**Arnold Gibbons, Professor;** PhD, Syracuse; Media in Developing Countries, Comparative Media, International Communication

**Michael Gitlin, Assistant Professor;** BA, Indiana, MFA Bard; Film and Video Production

**Tami Gold, Professor;** BA, Friends World College; Documentary and Dramatic Video Production, Video Art

**Mick Hurbis-Cherrier, Associate Professor;** MFA, Northwestern; Film and Video Production, Screenwriting

**Ivone Margulies, Associate Professor;** PhD, NYU; Issues of Realism in Film and Video, Feminist Film Criticism, Experimental Film and Video

**Joe McElhaney, Assistant Professor;** PhD, NYU; Film and Media History, Theory and Aesthetics

**Peter Parisi, Associate Professor;** PhD, Indiana; Literary Journalism, News Narrative, Criticism

**Isabel Pinedo, Associate Professor;** PhD, CUNY; Media and the Public Sphere; Media and Society

**Andrea Polli, Associate Professor;** MFA, Art Institute of Chicago; Interactive Media, Web-based Public Art and Installation, Simulations and Streaming Media

**James Roman, Professor and Chair;** EdD, Fairleigh Dickinson; Broadcast Journalism, History, Policy Issues and Industry Trends

**Larry Shore, Lecturer;** PhD, Stanford; Global Media, Media Policy, Media and Sports

**Robert Henry Stanley, Professor;** PhD, Ohio; Social, Legal, and Aesthetic Aspects of Film and Media

**Joel Zuker, Associate Professor;** PhD, NYU; Film and Media Theory and History, National Cinemas

## MASTER OF FINE ARTS (MFA) IN INTEGRATED MEDIA ARTS

The MFA Program in Integrated Media Arts offers advanced studies in nonfiction media making, using state-of-the-art digital technologies. Unlike most graduate media programs, which train students in specific media crafts, this program is one of the first in the nation to educate multi-disciplinary media professionals, socially aware and knowledgeable in the wide range of media skills that are brought together

in the new digital media environment.

Hunter's MFA in Integrated Media Arts offers a 48-credit course of study, combining analytical seminars, interdisciplinary research and creative workshops in writing, visual communication, and media distribution and exhibition. Building on a foundation of research and analysis, MFA students explore and create new ways to advance information and ideas, balancing critical thinking with aesthetics, theory with practice, traditional methods with new technologies, contemporary issues with an historical perspective. They also engage in collaborative production labs at Hunter or external industry creative residencies that are calculated to provide hands-on understanding of real world media environments.

In a world where the future will belong to the versatile, Hunter's MFA/IMA educates students who will be prepared to assume positions of creative leadership in the professional media world. In this program, a coming generation of media makers trains to become tomorrow's preeminent communicators, twenty-first century pamphleteers employing new digital media to inform, enliven and extend the possibilities of the public square.

## Requirements for Admissions

Students are accepted into the program for fall semester enrollment only. February 1st is the closing date for completed fall applications. The MFA/IMA Program is highly selective, enrolling only 15-20 students each year. Applicants are expected to present the following:

- 1) A bachelor's degree, with a minimum GPA of 3.0 on a 4.0 scale.
- 2) 3 letters of recommendation from people able to comment on an applicant's creative and academic talent and determination.
- 3) A portfolio of media works, indicating talent and promise. Submitted works may include journalistic writings, videos and films, interactive digital design, layout and graphic design, etc.
- 4) A personal statement describing the applicant's long-term objectives as a media maker and the social impact they hope their work will have. Statements should also explain why Hunter's MFA Program in Integrated Media Arts is particularly relevant to the applicant's creative goals.
- 5) An official transcript of undergraduate studies.
- 6) A completed graduate application form (GRE scores must be submitted before matriculation.)
- 7) Applicants whose native language is not English must take the Test of Written English (TWE) component of the TOEFL examination.

## Degrees Offered

## HEGIS

Media Studies	BA*	601
Film	BA*	1010
Integrated Media Arts	MFA	606
Communications	MA**	601

\* see Hunter College Undergraduate Catalog 2002-2004, p. 90

\*\* no new students accepted. Program will be phased out in spring 2005 to allow students currently in the program to complete their degrees.

## Requirements for the Degree

The coursework in IMA is organized under five broad aspects of media study. They are:

**ANALYTICAL SEMINARS** where an intellectual foundation for socially aware and ethically responsible media work is an overarching objective

**INTERDISCIPLINARY RESEARCH** in an ancillary field, a graduate level seminar or formal independent study project with a faculty member in an appropriate department and/or interdisciplinary program at Hunter or at The Graduate Center.

**WORDS WORKSHOPS** where writing for the media is an essential focus

**VISIONS WORKSHOPS** where the visual communication of ideas and information is a comprehensive goal

**CHANNELS WORKSHOPS** where designs for exhibition and distribution of media work, for publicizing ideas, and for using media to enhance the quality of community interaction are key objectives

Capstone and additional courses complete the program.

To fulfill the 48-credit degree requirement, the student must take:

**IMA 701** ..... 3 cr  
**Social and Historical Roots of Mass Culture**

At least two additional **ANALYTICAL** seminars ..... 6 cr

Interdisciplinary research in ancillary field ..... 3 cr

Ten workshops within: ..... 30 cr  
**WORDS**  
**VISIONS\***  
**CHANNELS\***

\***IMA 760** is a prerequisite for all interactive media courses and may be counted towards **VISIONS** or **CHANNELS** cluster requirement.

*Note: Students must take at least two courses and no more than four courses within each creative cluster. Some workshop courses may qualify within more than one cluster.*

**IMA 781** ..... 3 cr  
**Collaborative Media Project/Creative Residency**

**IMA 798** ..... 3 cr  
**MFA Thesis Project**

**Total for MFA in IMA** ..... 48 cr

## COURSE LISTINGS

Nonmatriculated students require permission of instructor for enrollment in any MFA/IMA course. All courses are 3 hrs, 3 credits unless noted otherwise. Note that lab-intensive courses are 4 hrs, 3 credits.

### ANALYTICAL SEMINARS

(where an intellectual foundation for socially aware and ethically responsible media work is an overarching objective)

#### IMA 701 Social and Historical Roots of Mass Culture

A study of the social and historical context that propelled and was influenced by the media from 15th century to present. This seminar is a core requirement of the program, and must be taken during the first semester of a student's enrollment in the program.

2 hrs, 3 cr

#### IMA 702 Understanding Interactive Media

An exploration of the Internet as a mass medium. A study of the convergence and integration of the Internet with print, radio and television and its effects on social interaction, commerce, public discourse and morality.

2 hrs, 3 cr

#### IMA 704 Communications and the City

Urban imagery in mass media and its varying relations to problems of urban life.

2 hrs, 3 cr

#### IMA 705 Social Class, Racism and the Media

Analysis of interrelations between social classes, racism and the media.

2 hrs, 3 cr

#### IMA 706 Problems of American Journalism

Analysis of the social responsibility of the press in relation to the dominant institutions of American society.

2 hrs, 3 cr

#### IMA 707 Visible Evidence: Realist Strategies in Film, Video and TV

An examination of the representational strategies through which film, video and TV images achieve verisimilitude, the appearance of transparently and objectively displaying reality.

2 hrs, 3 cr

#### IMA 708 International Communication in the Contemporary World

Contemporary problems and issues of international communication.

2 hrs, 3 cr

#### IMA 709 History and Criticism of the Documentary

A historical and critical examination of nonfiction film and video.

2 hrs, 3 cr

#### IMA 710 Alternative Media: Examples and Experiences

Review of the history and role of small-scale alternative media.

2 hrs, 3 cr

#### IMA 711 Television, Culture and Society

An examination of the role of television, as cultural artifact and industry, in consumer culture.

2 hrs, 3 cr

#### IMA 712 Feminist Approaches to the Mass Media

A historical perspective on feminist cultural theories as they have addressed the representation of women in American mass culture.

2 hrs, 3 cr

### WORDS WORKSHOPS

(where writing for the media is an essential focus)

#### IMA 720 The Language of News

The writing of journalistic prose in a variety of forms, approached through close analysis of news writing and interviewing technique and the completion of a variety of writing assignments.

4 hrs, 3 cr

#### IMA 721 Online Journalism

The Internet provides journalists with new sources of information, a major news beat in itself and innovative forms of publication. This course explores each of these dimensions with the goal of enabling students to use the Internet for journalistic research and report in depth on its cultural, legal and economic dimensions.

This course may be counted towards the WORDS or CHANNELS cluster requirement.

4 hrs, 3 cr

#### IMA 722 Literary Journalism

The criticism and practice of literary journalism, i.e., factual reporting rendered with the qualitative detail and vividness of imaginative writing.

4 hrs, 3 cr

#### IMA 723 Public Interest Journalism

A study of critiques of journalism's alleged failure to serve the public interest as the basis for a variety of newswriting assignments designed to represent social issues with fuller context and nuance.

4 hrs, 3 cr

#### IMA 724 Research and Writing for the Documentary

Research and writing proposals, treatments, budgets and production plans for video documentaries.

4 hrs, 3 cr

### VISIONS WORKSHOPS

(where the visual communication of ideas and information is a comprehensive goal)

#### IMA 740 Documentary Expression

This production workshop introduces students to the fundamental techniques, technology, aesthetics and creative approaches of nonfiction video production. IMA 760 is a co- or prerequisite for this workshop.

prereq or coreq: IMA 760

4 hrs, 3 cr

#### IMA 741 Nonfiction Video Production

This workshop will guide students through the process of developing and producing a documentary video project.

prereq: IMA 760, IMA 740

4 hrs, 3 cr

#### IMA 742 Web Documentary

The production of nonfiction narratives for the Internet. This course may be counted towards the VISIONS or CHANNELS cluster requirement.

prereq: IMA 760, IMA 762 or permission of instructor

4 hrs, 3 cr

#### IMA 743 Collective Documentary

This production workshop involves the student in all aspects of a collectively produced documentary that explores a general theme or issue, with all students producing segments for the project. The workshop also examines the theoretical issues of truth, authorship, subjectivity and storytelling in the documentary form.

prereq: IMA 760, IMA 740

4 hrs, 3 cr

#### IMA 744 Digital Design: Print and Interactive Media

In this studio workshop course, the communicative capacities of various digital design formats and techniques will be creatively applied to the creation of four functional design projects.

prereq: IMA 760

4 hrs, 3 cr



**IMA 745 Public Issue Graphics**

In collaborative workshops, students will conduct research into specific public issue topics and produce three graphics projects designed to communicate information effectively, enlighten the public regarding these issues, and help frame these topics for public discussion.

*prereq: IMA 744, IMA 760  
4 hrs, 3 cr*

**IMA 747 Digital Editing Workshop**

Technology and principles of digital non-linear editing; its distinctive features and creative potential for both sound and image. Students are expected to bring projects, produced in previous classes, to a fine cut stage.

*prereq: IMA 741, IMA 743, IMA 760 or permission of instructor  
4 hrs, 3 cr*

**CHANNELS WORKSHOPS**

(where designs for exhibition and distribution of media work, for publicizing ideas, and for using media to enhance the quality of community interaction are key objectives)

**IMA 760 Tools and Techniques of Digital Production**

A hands-on workshop in core digital media production, including image acquisition, creation and editing; video editing and encoding; and multimedia delivery on the Web. It is designed to give students a basic introduction to the tools and techniques used in the Integrated Media Arts program. This course may be counted towards the **VISIONS** or **CHANNELS** cluster requirement.

*4 hrs, 3 cr*

**IMA 761 Public Relations**

A critical examination of the role of public relations in a democracy, including practice in public relations writing and campaigns.

*4 hrs, 3 cr*

**IMA 762 Interactive Expression**

All nonmatriculated students must have permission of instructor. Aesthetics and techniques of Web-site design, encompassing both graphic presentation and information architecture. This course may be counted towards the **VISIONS** or **CHANNELS** cluster requirement.

*prereq: IMA 760 or permission of instructor  
4 hrs, 3 cr*

**IMA 763 Advanced Interactive Expression**

The production of websites incorporating animation, sound and video. This course may be counted towards the **VISIONS** or **CHANNELS** cluster requirement.

*prereq: IMA 760, IMA 762 or permission of instructor  
4 hrs, 3 cr*

**IMA 764 Channels of Documentary Distribution**

Different forms of documentary expression and the role that broadcasters, cable television, theatrical and non-theatrical release and the Internet play in their ability to reach a wide audience.

**CAPSTONE COURSES & ADDITIONAL OFFERINGS**

**IMA 780 Special Topics**

Seminar Rubric for occasional or experimental courses.

*3 hrs, 3 cr*

**IMA 781 Collaborative Media Project/Creative Residency**

Hours and in-house project or external creative residency must be defined in conjunction with graduate adviser. The project or creative residency must involve collaboration among different media makers.

*3 cr*

**IMA 790 Independent Study**

Rubric for student's independent study.

*Hrs to be arranged, 1 cr*

**IMA 791 Independent Study**

Rubric for student's independent study.

*Hrs to be arranged, 2 cr*

**IMA 792 Independent Study**

Rubric for student's independent study.

*Hrs to be arranged, 3 cr*

**IMA 798 Master of Fine Arts Thesis Project**

This project must be completed satisfactorily before graduation. Project must incorporate elements from all three creative clusters as well as a critical component. Approval of graduate adviser required.

**IMA 799 Master's Thesis**

Available only to those students completing the MA in Communications (see below)

**MASTER OF ARTS (MA) IN COMMUNICATIONS**

(Degree will be phased out by spring 2005)

This master of arts program fosters critical and analytical approaches to the study of film, television, print journalism, and telecommunications as important fixtures in contemporary society. The focus is on analysis of the ways in which artistic forms and social meanings are generated and circulated through such popular cultural pursuits as newspapers, theatrical films, television series, and documentaries. Issues of art, ideology, and propaganda are analyzed within social and historical contexts, and attention is given to how government policies and institutional practices affect the global dissemination of ideas, information, and images. Production courses apply analytical concepts to the creation of film, video, graphic, and print projects.

**Application Process**

Presently enrolled students must complete their degrees by the end of spring 2005. No new applications for the Master of Arts in Communications are being accepted or considered.

**Degree Requirements**

**Courses** Each candidate must complete an approved program of study of at least 30 credits. Courses taken in other departments may be credited toward the 30 credits with the approval of the graduate adviser, but they may in no case exceed 9 credits. A maximum of 3 credits of independent study may be applied toward the degree.

**Comprehensive Examination** The student is required to pass a comprehensive examination related to the sequence of courses taken. This may, with departmental permission, include courses taken outside the department.

**Master's Thesis or Project** The candidate for the degree must present a master's thesis on a subject approved by the department or a master's project approved by the department adviser.

*Note: Students enrolled in the master's in communications program (CMC) may complete their degree requirements by taking IMA courses.*

*Please contact the Film and Media Studies department for detailed information.*

