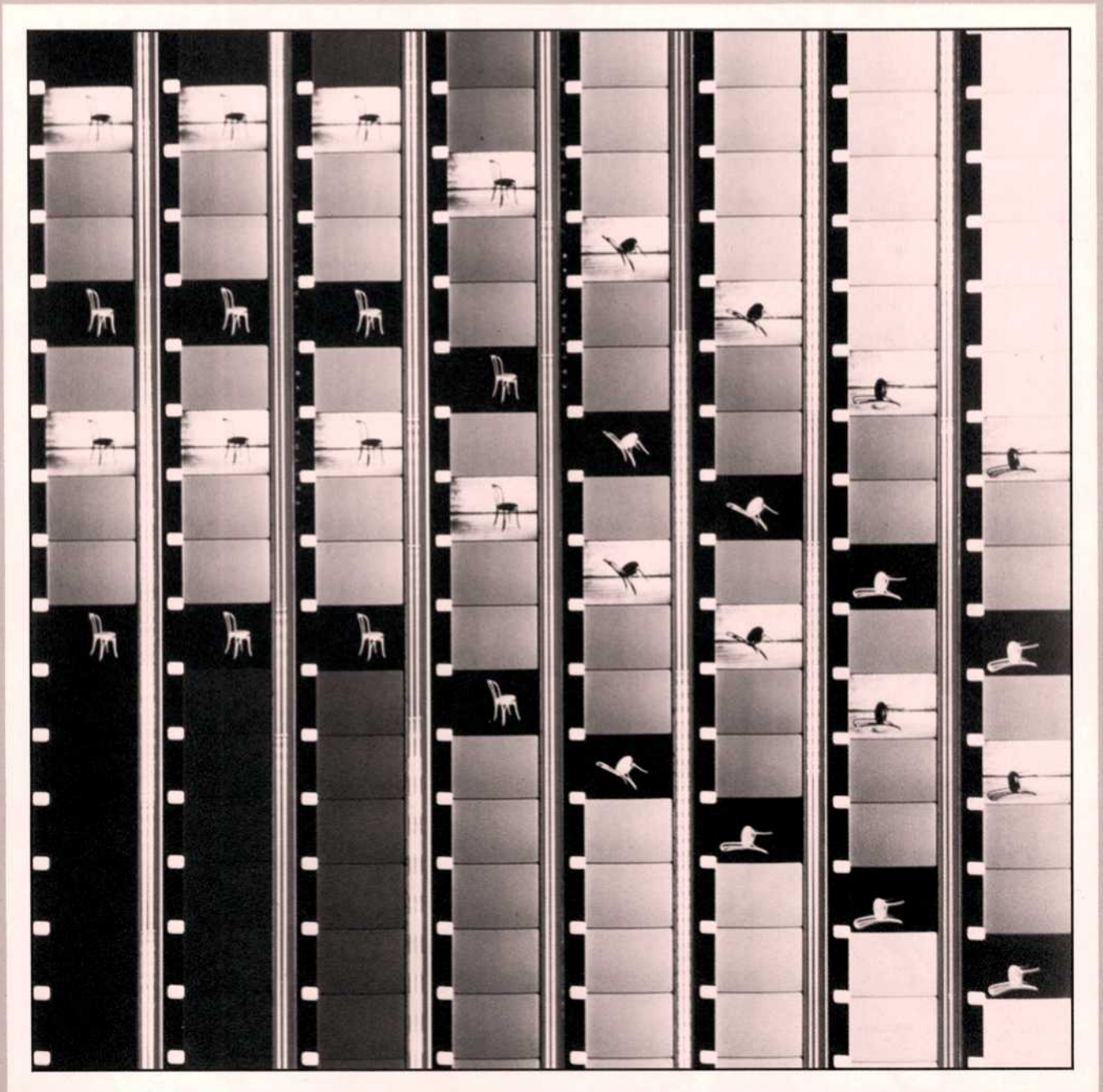
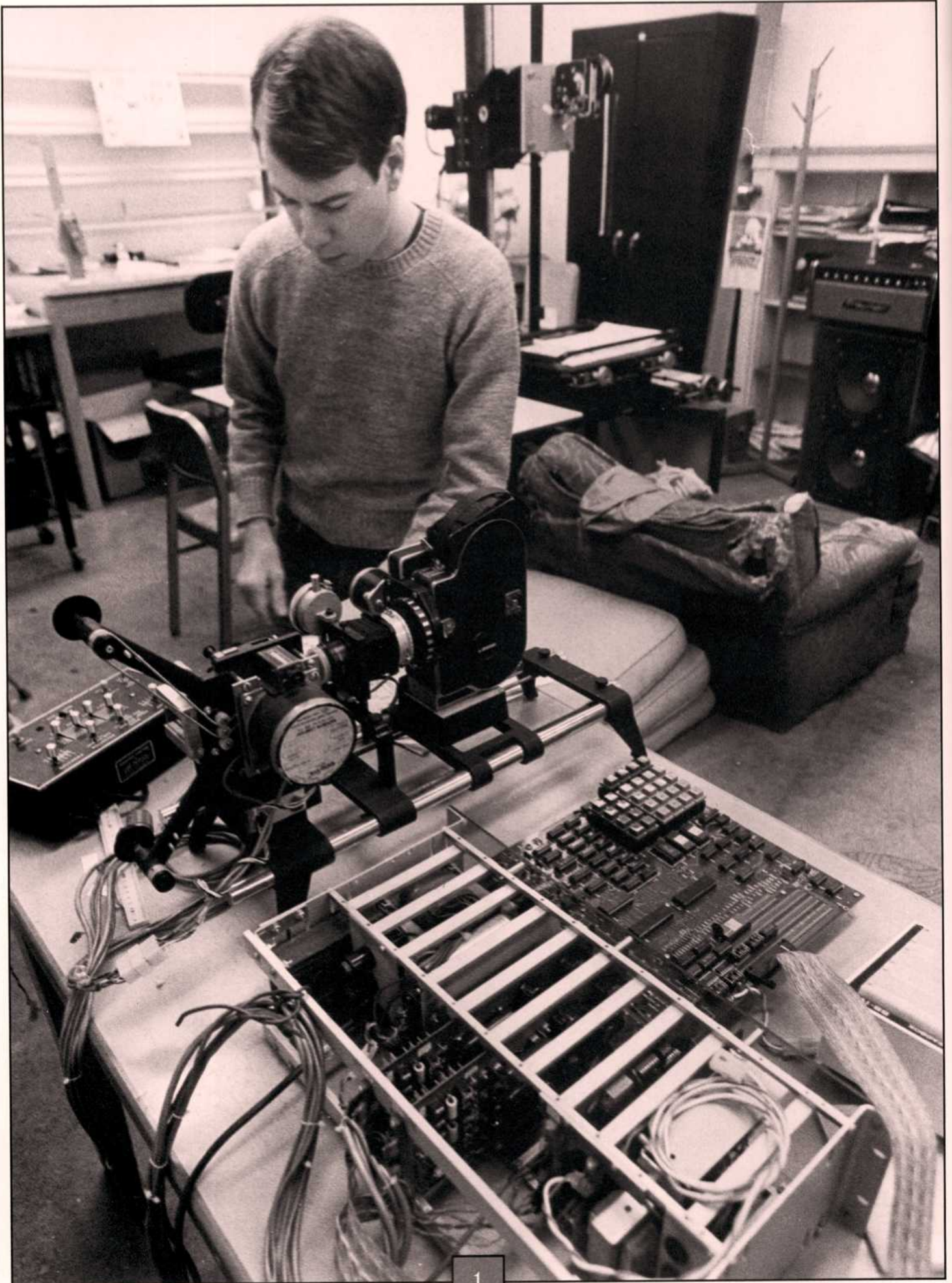


STATE UNIVERSITY OF NEW YORK AT
BUFFALO



MEDIA STUDY



THE FIELD OF MEDIA STUDY

M

edia Study focuses on the making and interpretation of three creative technologies – film, video, and the computer. Students concentrate on “making” or “interpretation,” but all take courses in both areas.

“Making” engages students in the production of personal works in image/sound composition, and in the use of computers in generating and processing images and sounds and their interfaces with the non-digital technologies of film and video.

“Interpretation” involves students in many traditional and new methods for understanding the meaning of narrative, documentary, experimental, and iconic modes of image/sound composition. These studies include historical, theoretical, analytical, and interdisciplinary approaches and stress the impact of these forms on both individual consciousness and social culture.

The Bachelor of Arts in Media Study prepares students for graduate work and research in this field. It also prepares students for careers in media making (camera, lighting, editing, sound); programming the computer as an artistic tool; teaching, curating, and programming shows in galleries,

museums, and regional media centers; managing state and federal media arts agencies, and working in television stations, cable systems, and many other institutions (hospitals, corporations, social groups) which increasingly use image/sound and digital technologies. ■



THE UNDERGRADUATE PROGRAM IN MEDIA STUDY AT UB

U

B's degree program has introduced a radically new organization into this general field of study. During the past 25 years, four developments have changed the field. Film and television equipment has become portable, computers have become miniaturized, and both have become generally accessible.

Transmission technologies are no longer limited to broadcast, but include cable, satellite and digital data systems. The forms of communication, from the spoken word to written manuscript to printed book to television program, have been re-examined and become regarded as codes (media).

A model of study has developed that places media in the context of the evolution of human consciousness and culture, a discipline requiring multidisciplinary approaches. This acceleration of technology and concern with bio-culture have made it clear that general education must be international and cross-cultural.

All of the human codes or symbol systems that students already use, such as language, writing, gesture, and sound, are now incorporated into the new image/sound technologies which can be transmitted simultaneously to everyone on our own and other planets, and it has been demonstrated that each person and culture perceives and structures "the world" according to the media or codes which are used to apprehend and express it.

Media Study, as conceived at the University at Buffalo, has become the field which defines the new humanities by including the older liberal arts, by incorporating the electrical and biological sciences that have given birth to new instruments and new theories of learning and growth, and by focusing on art and technology to provide multiple roles for those who will need to use the cultural technologies to improve our technological culture.

Media Study is committed to the preparation of artists, but its total support of the individual creative vision is unlike traditional art school curricula. Instead, Media Study advocates that personal expression should arise from a strong general education both interdisciplinary and international in scope.

Media Study also differs from traditional programs in communications because its emphasis is less on the study of abstract models of communication theory and governmental policies of management, and more on the understanding of practical human issues, such as how the new technologies are restructuring urban and global societies.

Likewise, the emphasis in "making" is not on reinforcing standardized programming formats, but on exploring new modes such as the camera notebook, the observational record, the institutional analysis, the investigative report, the scientific diary, and the sound/image poem which will allow students to bring their own innovative forms to bear on the world.

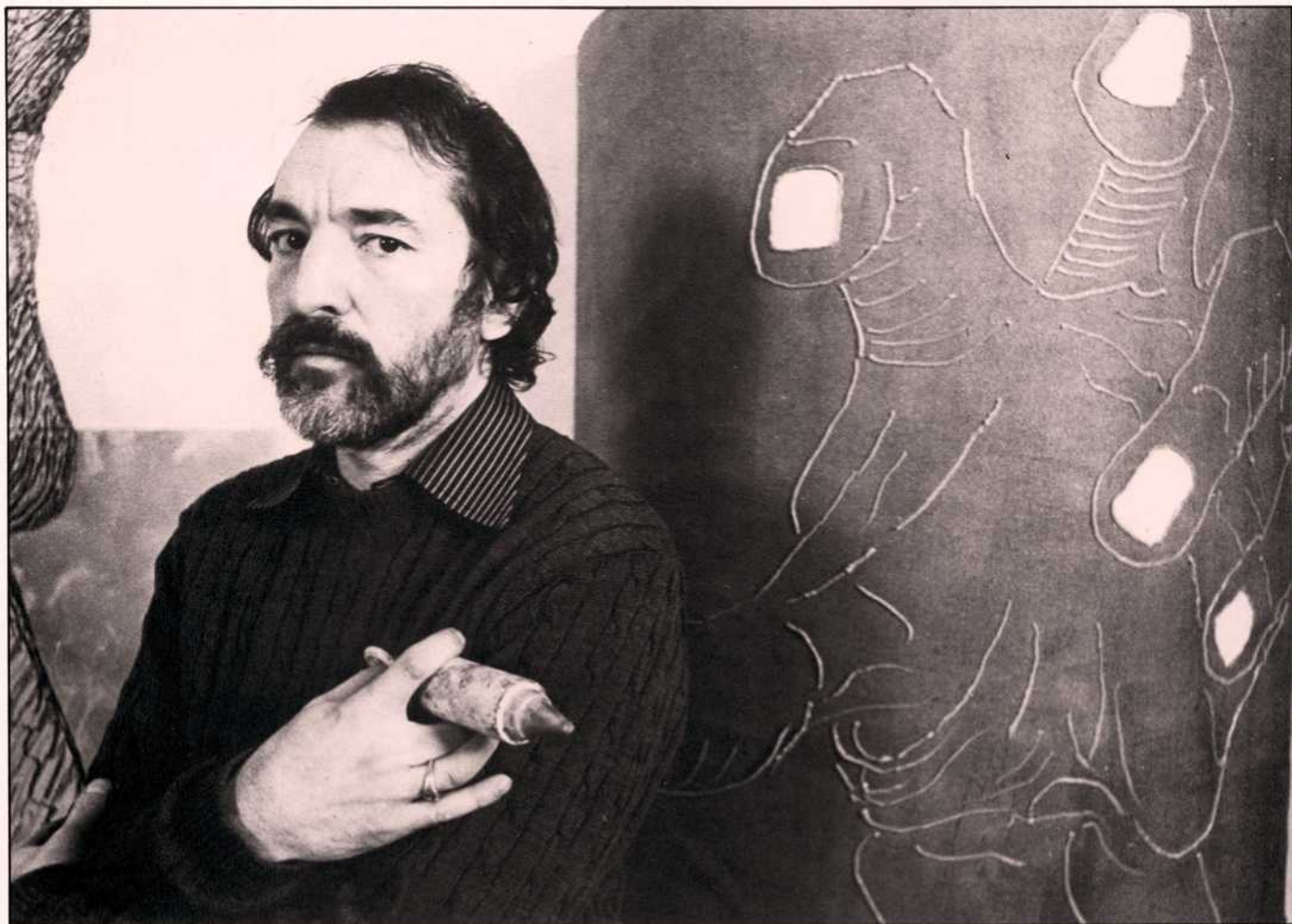
Media Study is probably most unlike traditional curricula

in this general field in its emphasis on placing film, video, and computer study within the context of the evolution of consciousness and culture. Media Study is not seen as an experimental science in search of laws, but as an interpretative one in search of meaning. Methods of study from physiology, linguistics, psychology, philosophy, and anthropology are all used in support of this effort. The program exposes students to image/sound works from all countries and encourages cross-cultural study.

Faculty

The faculty members of Media Study are practitioners and theorists who have been trained in a variety of disciplines — mathematics, music, linguistics, literature, painting, graphic arts, law, philosophy, and engineering. In 1983, all five creative artists in the faculty were awarded individual production grants by the National Endowment for the Arts. Three have been awarded Guggenheim Fellowships. The department's strong interest in teaching and curriculum development is manifested by its continuing administration of the New York State Education Department's Summer School of the Media Arts, a six-week program for talented 15- to 18-year-olds held on the University campus each year.





Modes of Instruction

Instruction during the regular year is carried on in production workshops, limited to 20 students, and in lectures and small seminars. Independent study with an individual faculty member and internships with local media institutions are available. There is a constant series of film and video screenings, conferences, and visiting lectures at the University campus and at city institutions such as the Albright-Knox Art Gallery, Media Study/Buffalo, and Hallwalls. Together these activities form a media environment unparalleled in most American cities.

Opportunities for Double, Joint and Special Majors and Interdisciplinary Study

Media Study provides an excellent opportunity for students who wish to pursue double majors. The English major who is interested in literature and creative writing can use Media Study as a second major through which to become familiar with the modes of writing for film and television as well as with the histories of these forms. The theatre major can become familiar with the acting, lighting, staging, and dramatic strategies of these media.

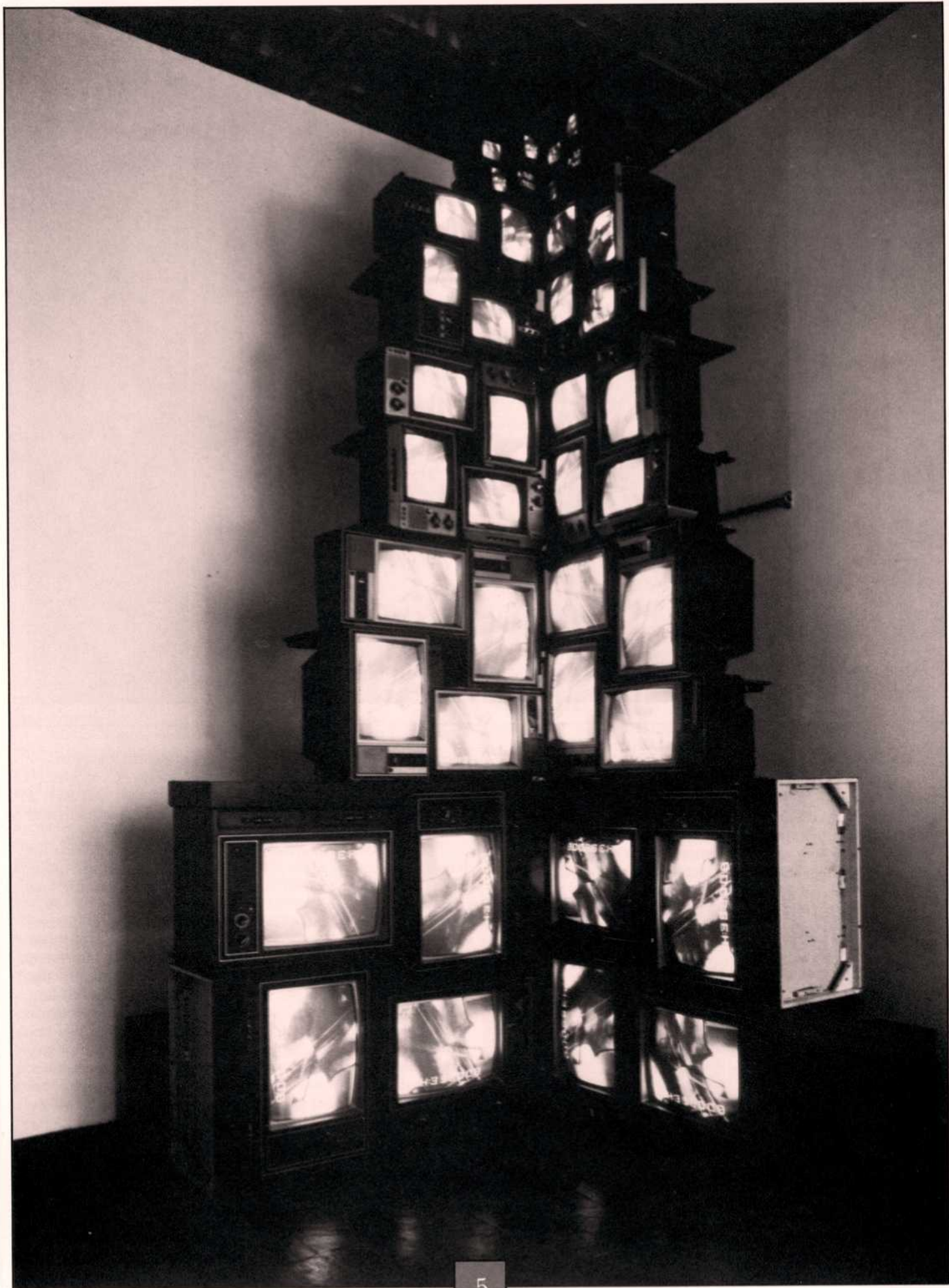
The major in computer science can explore the artistic uses of computers and gain an understanding of the ways in which they deal with image and sound information in rela-

tion to psycho-optics and acoustics. The anthropology major can learn how to record and document cultures, can absorb the tradition of ethnographic filmmaking, and can gain a direct understanding of how media condition perceptions and knowledge.

Media Study requires all of its own students to take 18 credits of electives at the 300-400 level in another discipline or set of disciplines which manifest a coherence, breadth, and depth of general advanced study.

This might mean a broadening of education in the arts through six advanced courses in art history, music, and theatre. It might mean that a student particularly interested in narrative filmmaking would do advanced work in the storytelling and constructions of history, literature, and drama. It might mean that a student committed to contemporary issues in public policy (energy, the economy, the environment) would take a set of courses in sociology, economics, and political science as research aids for his or her profession of documentary-maker. It might mean that a student who wants to set up a film or video production company would take advanced work in accounting and business practices in the School of Management.

Media Study is also open to joint or special majors in which students combine work from two or three fields to construct their own majors. Past students have combined literary and media studies, communication and Media Study, and politics and Media Study. ■



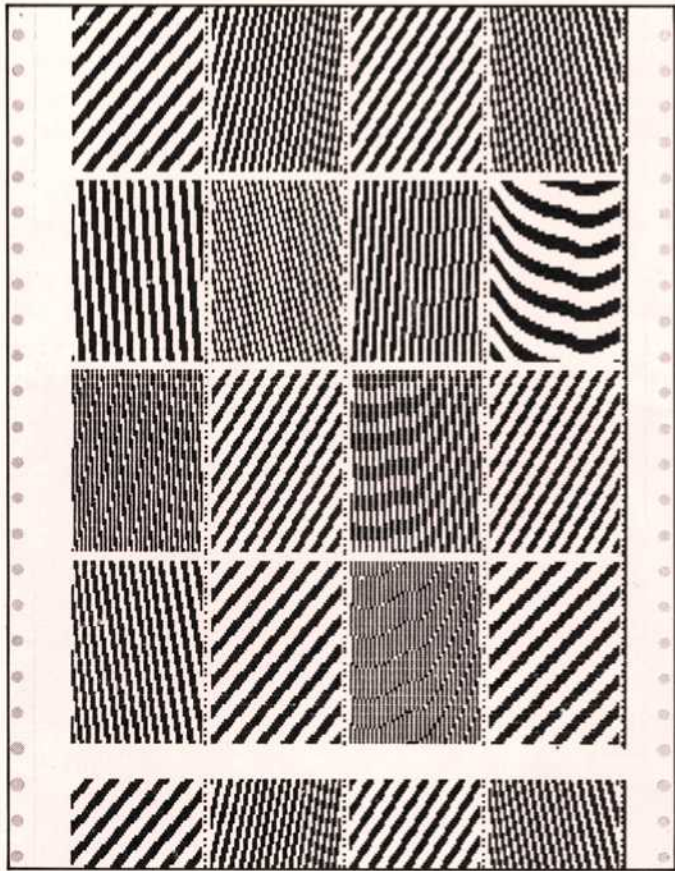
provisionally admitted as majors at the time of application pending immediate fulfillment of requirements.

Transfer

Transfer courses in Media Study must be evaluated and approved by the Media Study faculty for credit in the major. Students who elect the "making" option must submit examples of work done in "making" courses for which transfer credit is sought.

For Additional Information

■ **Contact:** Professor Gerald O'Grady, Director, Center for Media Study, 207 Wende Hall, State University of New York at Buffalo, Buffalo, NY 14214; telephone (716) 831-2426. ■



CMS 301 or 302 Film Workshop
 CMS 401 or 402 Advanced Film Workshop
 CMS 121 Introduction to Digital Arts
 CMS 103 Experimental Video

- B. MEDIA STUDY ELECTIVES**
 selected by advisement (20-28 cr)
 Six Media Study courses including:
- 1) one course in film history
 - 2) one course in electronic image analysis
 - 3) one course in cultural impact of media

■ Media Study Making/Video Concentration

A. REQUIRED COURSES (20-28 cr)
 CMS 103 or 104 Experimental Video
 CMS 341 or 342 Video Workshop
 CMS 441 or 442 Advanced Video Workshop
 CMS 121 Introduction to Digital Arts
 CMS 101 or 102 or 201 Beginning Filmmaking

- B. MEDIA STUDY ELECTIVES**
 selected by advisement (20-28 cr)
 Six Media Study courses including:
- 1) one course in film history
 - 2) one course in electronic image analysis
 - 3) one course in cultural impact of media

■ Media Study Making/Digital Arts Concentration

A. REQUIRED COURSES (20-28 cr)
 CMS 121 Introduction to Digital Arts
 CMS 321 or 322 Digital Arts Workshop
 CMS 419 Advanced Digital Arts Theory
 CMS 420 Advanced Digital Arts Workshop
 CMS 101 or 102 or 201 Beginning Filmmaking
 CMS 103 or 104 Experimental Video

- B. MEDIA STUDY ELECTIVES**
 selected by advisement (20-28 cr)
 Six Media Study courses including:
- 1) one course in film history
 - 2) one course in electronic image analysis
 - 3) one course in cultural impact of media

■ Media Study Interpretation Concentration

A. REQUIRED COURSES (22 cr)
 CMS 250 Creative Technologies of Media
 CMS 107 and 108 Film History
 CMS 303 and 304 Electronic Image Analysis

- B. MEDIA STUDY ELECTIVES**
 selected by advisement (26 cr)
 Seven courses at 300-400 level.

■ Total Required Credit Hours

Outside of Media Study18-34
 Students in all areas of concentration must take 18 credits of 300-400 level electives in one discipline or a set of disciplines which indicate a coherence, breadth and depth of general advanced study, to be approved by the faculty of Media Study.
 Foreign Language (intermediate proficiency)

■ **Electives**13-39

■ **Recreation, Athletics and Related Instruction** 2
TOTAL REQUIREMENTS128

Media Study — B.A.

■ General Education Requirements

Knowledge Areas (7 courses, minimum of 21 credit hours)21

■ Total Required Credit Hours in Media Study

.....48

■ Media Study Making/Film Concentration

A. REQUIRED COURSES (20-28 cr)
 CMS 101 or 102 or 201 Beginning Filmmaking