

Media Production/ Media Literacy Summer Institute (MPML)

SCHOOL OF COMMUNICATION AND MEDIA ARTS

July 18 to August 12, 2016



U.S. and International students are encouraged to enroll

The four-week Media Production/Media Literacy summer institute is a dynamic hands-on program designed for students interested in careers in the ever-changing 21st century communications and media industries. MPML students will develop their skills as professional communicators while exploring the intersections of media and culture. Located in the School of Communication and Media Arts on the campus of Sacred Heart University the program features:

- **Cutting Edge Facilities** in the television studios, sound stages, control rooms and media labs of the Martire Business and Communications Center
- **Ideal Location** in the center of the U.S. media industry that brings together media professionals and students on campus, in nearby New York City, and in other East Coast locations
- **Hands-on Curriculum** that offers ample opportunity for students to work with professional equipment
- **Experienced Faculty** with industry connections working alongside graduate student assistants dedicated to assisting with program participants

The MPML program integrates daily production-centered training with regularly scheduled medial literacy workshops designed to engage students with the important role media plays in society. In addition, the program includes site visits to media industry locations such as working television studios, as well as field trips to cultural sites, such as the Museum of the Moving Image. Media professionals from television, radio and film will meet with the students and share their knowledge of the industry. Students completing the program will gain a solid foundation in both studio and field production in the classroom as they experience the world of professional communication in the media capital of the USA.

Program Location

The program will be conducted in Fairfield, Connecticut on the beautiful main campus of Sacred Heart University. Fairfield is situated between **New York City** and **Boston** in an area known as the “creative corridor,” which is home to hundreds of media companies such as ESPN, NBC, CBS, and many others.

PROGRAM DATES

July 18 to August 12, 2016

CREDITS

Undergraduates will receive six transfer credits and graduate students will receive three transfer credits.

APPLICATION DATES

Application Deadline: April 1, 2016
Application Decision: April 15, 2016
Issuance of 1-20's: April 25, 2016

APPLICATION PROCESS:

Complete application form at:

www.sacredheart.edu/MPML

PROGRAM COST

\$3,500 — includes instruction materials, room and meals.

Planned Trips

- Museum of Fine Arts, *Boston, Massachusetts*
- Harvard University, *Boston, Massachusetts*
- New England Shoreline
- Museum of the Moving Image, *New York City*
- NBC Studios, *New York City*

Note: *F1-Student Visa will be issued for the duration of the program — an additional \$65 fee for processing and shipping the I-20, document necessary to obtain an F-1 student visa, will be added to cost.*



Sacred Heart
UNIVERSITY

Sacred Heart University
School of Communication and Media Arts
5151 Park Avenue | Fairfield, CT 06825
www.sacredheart.edu

FOR MORE INFORMATION:
Visit: www.sacredheart.edu/MPML
Or contact: Dr. Sally Ross
rosss2@sacredheart.edu
203-371-7862

An Intensive Media Experience – 120 hours of activities

Media Production/Media Literacy Program Curriculum:

The program consists of four one-week production-focused modules complemented by regularly scheduled media literacy workshops, field trips and events. Activities with professionals from the media industry will also be integrated throughout the length the program.

Week 1: Capturing the Image

The first week of the program focuses on the production and examination of the moving image. Program participants will learn the fundamental elements of video production, and by week's end, the successful student will understand and be able to apply the essentials of digital videography, including principals of composition and camera movement, shooting for continuity, and the use of cameras, lights kits and editing as appropriate.

During this week, the program will also feature presentations by professional camera operators and media scholars interested in the role of the media in representations of international culture.

Visits: Production Excursions to shoot scenic highlights of the beautiful New England seashore

Week 2: Digital Storytelling

The second week of the program introduces students to the fundamentals of multimedia storytelling. Students will be exposed to the basics of pre-production, production and post-production for continuity filmmaking, including such skills as developing scripts, preparing storyboards, casting, scouting locations, working with a crew and the division of labor during shooting. Students will also improve their analytical skills as they engage in classroom analysis of each other's films and additional out of class examples.

During this week, the program will also feature workshops by professional filmmakers as well as media scholars focused on the role of cinema in society.

Visits: Museum of the Moving Image, NBC Studios, New York City

Week 3: The Television Studio

The third week of the program is dedicated to the fundamentals of television studio production. Students will attain the skills necessary to operate the studio cameras, Ross Carbonite switcher, teleprompters, Chyron graphics, and studio lighting. In addition, students will rotate through on-air positions in front of the camera as they learn the basics of studio production.



School of Communication and Media Arts Facilities

At the School of Communication and Media Arts at Sacred Heart University, we take a comprehensive approach to educating students. Our graduates are prepared to enter the fields of journalism, film, television, sports media, public relations and other media careers. In our program, students will develop artistic, critical and technical skills necessary to succeed in today's job market as ethically and socially aware professionals. Our new Martire Business & Communications Center is designed to provide state-of-the-art facilities and the latest technologies to support our students, faculty and the university as a whole.

The facility includes:

- * A full-size television studio and control room
- * A sound stage with green screen and a control room
- * A flash studio with a robotic camera
- * Two fully equipped media labs
- * A state of the art markerless motion-capture lab
- * Six individual edit rooms
- * Two screening rooms
- * A full-featured student radio studio
- * One large media theater

During this week the program will also feature workshops by professional studio crew members, as well as media scholars focused on the role of media conglomeration in the media industry.

Visits: Museum of Fine Arts in Boston, Massachusetts and Harvard University in Cambridge, Massachusetts

Week 4: Broadcast Production

The fourth week of the program culminates with the production of a studio-based show that integrates student work from all four weeks of the program. Students will script, shoot, and edit a final production that includes studio elements and individual stories. Every student will leave the program with their own specific multimedia production that reflects their entire breadth of work in the program.

During this week the program will also feature workshops by professional on-air television broadcasters.

Special Event: Student showcase



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