THE LOS ANGELES FILM SCHOOL®

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CATALOG ADDENDUM
Effective November 2, 2020

ONLINE DEGREE PROGRAMS

BACHELOR OF SCIENCE IN MEDIA COMMUNICATIONS

CHRONOLOGICAL COURSE ORDER BY MONTH

MONTH	COURSE CODE/TITLE	CREDITS
1	DGL 101 DIGITAL LITERACY	3
2	SBS 113 BEHAVIORAL SCIENCE	3
3	MCM 100 INTRODUCTION TO MEDIA COMMUNICATIONS AND TECHNOLOGIES	3
4	MCM 110 STORYTELLING IN THE ENTERTAINMENT AND MEDIA INDUSTRIES	4
5	ENG 101 CREATIVE WRITING	3
6	MCM 120 AESTHETICS AND THEORY OF COMMUNICATIONS	4
7	MCM 220 NEW MEDIA TOOLS	4
8	EBS 120 ENTERTAINMENT MARKETING	3
9	MCM 140 WEB DESIGN	4
10	MCM 150 PROJECT AND PORTFOLIO I: MEDIA STRATEGY	3
11	SPC 214 COMMUNICATION PRINCIPLES	3
12	MCM 200 RESEARCH IN MEDIA COMMUNICATIONS	3
13	MCM 210 DIGITAL PHOTOGRAPHY AND PHOTO EDITING	4
14	HUM 240 CONTEMPORARY ART	3
15	MCM 130 GRAPHIC DESIGN AND COMMUNICATIONS	4
16	MCM 230 DIGITAL VIDEO AND AUDIO PRODUCTION	4
17	MCM 240 PROJECT AND PORTFOLIO II: MEDIA COMMUNICATIONS	3
18	MAT 121 COLLEGE MATHEMATICS	3
19	MCM 300 ADVANCED VIDEO	3
20	MCM 310 ADVANCED AUDIO AND PODCASTING	3
21	MCM 320 SOCIAL MEDIA STRATEGY AND MANAGEMENT	4
22	HUM 223 CULTURAL STUDIES	3
23	MCM 330 MEDIA ENTREPRENEURSHIP	4
24	EBS 411 INTELLECTUAL PROPERTY	3
25	MCM 340 PROJECT AND PORTFOLIO III: MEDIA COMMUNICATIONS	3
26	HUM 430 INNOVATIVE AND IMMERSIVE ART	3
27	MCM 350 INTERACTIVE MEDIA	3
28	MCM 360 ADVERTISING AND PUBLIC RELATIONS	4
29	MCM 370 NEW MEDIA FORMATS	4
30	MCM 400 JOURNALISM ACROSS DIGITAL PLATFORMS	3
31	SBS 305 LEADERSHIP AND ORGANIZATIONAL BEHAVIOR	3
32	MCM 410 ADVANCED DIGITAL CONTENT	4
33	MCM 430 MEDIA SOCIOLOGY	3
34	ENG 326 PROFESSIONAL WRITING	3
35	MCM 480 PROJECT AND PORTFOLIO IV: MEDIA COMMUNICATIONS	3
36	MCM 490 CAREER READINESS: MEDIA COMMUNICATIONS	3

CAMPUS DEGREE PROGRAMS

AUDIO PRODUCTION, BACHELOR OF SCIENCE

CHRONOLOGICAL COURSE ORDER BY MONTH

MONTH	COURSE CODE/TITLE	CREDITS
1	HUM 110 INTRODUCTION TO TRANSMEDIA DESIGN	3
2	ENG 101 CREATIVE WRITING	3
3	DGL 101 DIGITAL LITERACY	3
4	MPR 100 MUSICAL LISTENING AND IDENTIFICATION	3
5	MPR 121 MUSIC THEORY 1	3
6	APR 130 SEQUENCING AND SYNTHESIS	4
7	RCA 223 SIGNAL PROCESSING AND EFFECTS	3
8	RCA 232 PRO TOOLS ESSENTIALS	3
9	APR 240 AUDIO FOR MEDIA	4
10	MAT 121 QUANTITATIVE PRINCIPLES	3
11	RCA 253 ADVANCED PRO TOOLS	3
12	RCA 236 MIXING CONCEPTS AND TECHNIQUES	4
13	APR 260 AUDIO SYSTEM TECHNOLOGY	4
14	APR 270 ANALOG STUDIO RECORDING	3
15	APR 271 LARGE FORMAT CONSOLES	4
16	SPC 214 CREATIVE PRESENTATION	3
17	RCA 286 LIVE SOUND PRODUCTION	3
18	APR 251 MUSIC BUSINESS ESSENTIALS	4
19	APR 300 VISUAL MEDIA ESSENTIALS	4
20	HUM 251 HISTORICAL ARCHETYPES AND MYTHOLOGY	3
21	APR 310 ADVANCED AUDIO FOR MEDIA	4
22	APR 320 ADVANCED POSTPRODUCTION	4
23	MTH 310 STATISTICAL APPLICATIONS	3
24	APR 330 ADVANCED SEQUENCING AND SYNTHESIS	4
25	APR 340 INTERACTIVE AUDIO	4
26	SBS 305 LEADERSHIP AND ORGANIZATIONAL BEHAVIOR	3
27	APR 350 ADVANCED MIXING	3
28	APR 400 ADVANCED STUDIO RECORDING	4
29	APR 420 MASTERING	3
30	HUM 420 CONTEMPORARY ART	3
31	EBS 441 EVENT MANAGEMENT	3
32	APR 440 SHOW PRODUCTION	3
33	ENG 326 ADVANCED CREATIVE WRITING	3
34	APR 490 CREATIVE PORTFOLIO 1	3
35	APR 450 ADVANCED BUSINESS AND PRODUCTION MANAGEMENT	3
36	APR 491 CREATIVE PORTFOLIO 2	3

APR 450 Advanced Business and Production Management (3 credits)
Expanding upon topics covered in Music Business Essentials, this course delves deeper into the topics of intellectual property law and creation of contracts. Students will learn to develop promotional strategies and assets to connect with their audience. Additionally, students will develop production budgets with an understanding of pay/cost scales and tax structures.

EBS 120 Entertainment Marketing (3 credits)
This course explores general marketing concepts as they relate to the nuances of the entertainment business field. Students construct strategic plans in the selection and development of media products and are introduced to various promotional methods and avenues. In addition, this course strengthens students' understanding of analytical tools and strategic analysis of the entertainment business, knowledge that can facilitate the success of their creative work. Consumer behavior and its effect on the success of entertainment products are also examined.

EBS 411 Intellectual Property (3 credits)
The Intellectual Property course provides an examination of trade secrets, trademarks, patents, and copyrights in connection with methods of protecting creative works. Students explore acquisition, licensing, sale, and transfer of rights as they relate to music, digital media, animation, interactive entertainment, film, and show production. Rights and issues related to independent contractors and work-for-hire employees are also addressed.

MCM 100 Introduction to Media Communications and Technologies (3 credits)
This course provides students with a brief history and an overview of contemporary forms of media communication. Students will examine a variety of analytical and strategic perspectives while being introduced to industry-production tools and techniques. Areas of study highlight the many roles of media professionals, the media-campaign creation process, and the impact of new-media technologies. Students will learn how to make sense of the dynamic field of media communications through a critical analysis of real-world media campaigns, which will serve as a foundation to build their own media strategies.

MCM 110 Storytelling in the Entertainment and Media Industries (4 credits)
This course examines the various industries that utilize visual storytelling, including film, digital cinematography, creative writing, and media communications. The course familiarizes students with the different types of visual art forms, genres, scripting styles, and organizational structures that each discipline utilizes, as well as how formatting of visual art might be redesigned for transmedia impact. Students will also build a firm understanding of the various skill sets common in the visual arts industries in order to develop the skills most sought after in their prospective careers.

MCM 120 Aesthetics and Theory of Communications (4 credits)
In this course, students will consider the important role aesthetics plays in engaging and appealing to an audience. The course examines the theories of sight, sound, and motion as applied to the design of communication products for different media formats. Students will learn strategies for creative composition and will consider the psychological and physiological implications of images. The course also examines the differences in aesthetics across cultures and how these differences impact professional media projects.

MCM 130 Graphic Design and Communications (4 credits)
In this course, students will examine principles, concepts, and applications that will strengthen communication efforts within graphic-design projects. The course guides students through the process of creating, producing, and distributing compelling still and animated visual communication. Students will review how words and images are coupled to convey data, concepts, and emotions. In addition, students will explore the developmental phases of the graphic communications process from the origination of the idea to the reproduction, finishing, and distribution of multimedia products.

MCM 140 Web Design (4 credits)
In this course, students will explore the multifaceted discipline of web design from a strategic media perspective. Students will gain a basic understanding of website wireframes, information architecture, and target audience analysis. The web will be examined as a platform for the production, promotion, and distribution of media and personal branding; as an interactive medium of communication; and as an art form.

MCM 150 Project and Portfolio I: Media Strategy (3 credits)
This course combines hands-on learning experiences with summative and formative portfolio assessments. Students will analyze and identify media trends and strategies to inform and develop their professional goals and industry angle. Through this course, they will learn how to convey a desired mood and emotion using effective storytelling techniques, visual tools and web design skills.

MCM 200 Research in Media Communications (3 credits)
This course introduces students to the theories and practices used for research in media communications. Students will compare research methodologies and communication theories while learning to differentiate between topics of study. Students will conduct qualitative and quantitative research through the development of basic data gathering tools, literature review creation and analysis, and data visualization. Students will also be introduced to basic search engine optimization (SEO) methods, using analytics and data analysis to drive choices that maximize audience and customer response.

MCM 210 Digital Photography and Photo Editing (4 credits)
This course will cover fundamental photography techniques to help students create compelling images and tell stories through pictures. Students will explore the aesthetics of taking a photograph and editing techniques using Photoshop. This course will also cover file management and understanding formatting for different digital communication mediums.

MCM 220 New Media Tools (4 credits)
In this course, students will evaluate new-media tools along with past methods and media outlets. Students will examine these communication avenues and their effectiveness. Students will explore a variety of media used in digital and online environments to accomplish course projects and further their understanding of new-media tools, including images, text, and streaming video and audio. Students will gain an understanding of the unique possibilities and challenges of new media by learning the technology, techniques, and methods of storytelling on multimedia platforms. By studying examples of existing interactive programs, students will develop strategies to solve real-world problems, which will assist them in their future media careers.

MCM 230 Digital Video and Audio Production (4 credits)
This course covers the fundamental techniques and concepts of the preproduction and production processes. Students will explore the aesthetics of bringing video and audio together to create a dynamic presentation for a variety of media communications applications. The course examines scripting, treatments, visual and audio storytelling, storyboarding, editing, sound, media management, narration and industry terminology, and application.

MCM 240 Project and Portfolio II: Media Communications (3 credits)
This course combines hands-on learning experiences with summative and formative portfolio assessments. Building on the media campaign conceptualized in Portfolio I, students will develop and record videos and create a social media presence for their person brand. The project will challenge students to synthesize concepts and techniques introduced in previous course work and the introductory portfolio course.

MCM 300 Advanced Video (3 credits)
This course covers techniques and concepts of producing and editing digital video. The concept of visual storytelling will be explored and analyzed within various media applications to demonstrate the importance of constructing a fully developed idea using images. This course reviews the process of video editing throughout the entire development of a media project. There is an emphasis on image sequencing and story continuity and the use of visual effects, color correction, media management, narration, and industry terminology. Students will apply these concepts to a digital video project using technical skills that promote production value and showcase effective storytelling.

MCM 310 Advanced Audio and Podcasting (3 credits)
In this course, students will explore technologies and techniques for producing and manipulating digital audio for a variety of digital media applications. The course covers desktop digital audio asset creation, editing and restoration, and the application of digital audio to multimedia, broadcast, podcasting, and other forms of interactive media. Students will combine digital audio asset production skills with effective storytelling to produce captivating audio media.

MCM 320 Social Media Strategy and Management (4 credits)
In this course, students will examine the various social media platforms and strategies specific to each one. The course will cover aspects of content creation, posting, and understanding analytics. Students will learn to develop solid social media strategies and to define success through metrics. This course will also cover social media management utilizing social media management software.

MCM 330 Media Entrepreneurship (4 credits)
This course introduces students to the basics of entrepreneurship and the evolving business models for media. The course investigates general concepts of entrepreneurship and how digital technologies and the Internet are transforming media economics. Students will use recent news and communication start-ups as case studies for applying entrepreneurial principles.

MCM 340 Project and Portfolio III: Media Communications (3 credits)
This course combines hands-on learning experiences with summative and formative portfolio assessment. Building on concepts introduced in Advanced Video, Advanced Audio and Podcasting, and Social Media Strategy and Management, students will continue to develop content to support their person brands developed in the previous portfolio courses.

MCM 350 Interactive Media (3 credits)
Interactive media has become a means to allow consumers to participate directly with entertainment products and services. In this course students will develop strategies to incorporate interactive media elements into entertainment ventures. Topics include the use of websites, mobile apps, and other interactive technologies in the promotion and monetization of entertainment content.

MCM 360 Advertising and Public Relations (4 credits)
This course will provide students with an understanding of how to plan and develop a marketing communications program in today's digital world. Students will learn how to use integrated marketing communications strategies to tell a brand's story and persuade consumer behavior. This course will also cover public relations strategies and its role in an effective marketing communications campaign.

MCM 370 New Media Formats (4 credits)
In this course, students will break from the conventions of traditional modes of visual storytelling to explore short-form, web-based, interactive, and digital-media creation methods. Primary focus will be on the formats of web production, music videos, commercials, and short films. In addition, the course will also explore the innovative ways these formats have diverged and grown from the more conventional approaches to visual storytelling.

MCM 400 Journalism Across Digital Platforms (3 credits)
This course will give students the knowledge and skill to create content for various platforms and will give them a foundation of knowledge to seize opportunities on new platforms at they emerge in the market. Students will learn various reporting techniques to use across different digital mediums. This course will cover the importance of news and the role it plays in our society.

MCM 410 Advanced Digital Content (4 credits)
In this course, students will learn advanced techniques in digital video production, digital audio production, and photo editing. This course will cover how these skills will apply to content creation related to a media communication plan.

MCM 430 Media Sociology (3 credits)
This course teaches students how to evaluate the psychological and cultural aspects of media. The field of media sociology encompasses both the individual and societal experiences of media from affective, cognitive, and behavioral perspectives. These studies will cover two important angles, including how people impact the media and how media impacts individuals and society as a whole. During this course, students will explore historical media formats such as pictures, sound, graphics, and content. They will also investigate diverse types of contemporary media including emerging technologies and communications.

MCM 480 Project and Portfolio IV: Media Communications (3 credits)
This course combines hands-on learning experiences with summative and formative portfolio assessment. Students will implement the technical and creative competencies mastered along the program combined with new brain-based strategies to demonstrate their ability to design and execute an effective media campaign. Focusing on their personal brand from previous portfolio courses, students will leverage new media formats by deciding how to deliver their content. Students will exercise the diverse proficiencies gained throughout the portfolio series to support their successful transition from the academic environment to a professional arena. Self-directed students may also explore relevant personal projects or internships during the course.

MCM 490 Career Readiness: Media Communications (3 credits)
In this course, students will prepare themselves for the job market and address the specific professional practices that they will face throughout their careers. They will identify specific media career opportunities and submit an application for a media position. The course will survey career resources and strategies for connecting with relevant industry professionals. Students will also connect with the Career Development department.

GENERAL EDUCATION COURSE DESCRIPTIONS

DGL 101 Digital Literacy (3 credits)
The Digital Literacy Course offers a fundamental understanding of the critical and practical aspects of digital tools, technologies, and resources. Students will learn how to navigate, evaluate, create, and critically apply information by using a wide variety of digital technologies. Through applying their knowledge to their academic studies and professional development, students will recognize digital literacy's significance in information sharing, community building, citizenship, and education.

ENG 101 Creative Writing (3 credits)
Creative Writing will introduce students to the fundamental principles governing various literary forms, while simultaneously reinforcing the conventional rules of English grammar, syntax, and organization. Through a variety of selected readings, discussions, and assignments, students will develop and hone their writing skills, deepen their familiarity with an array of literary devices, and explore the foundations of developing characters and story.

ENG 326 Professional Writing (3 credits)
Professional Writing is designed to introduce students to a variety of skills that contribute to strong and well-organized writing. The course provides an opportunity for students to develop and sharpen personal writing skills that will be essential for writing projects throughout the program and their subsequent careers. Students identify different styles, forms, and purposes of writing that are critical to becoming a successful communicator in a professional setting. Students who successfully complete Professional Writing will be able to organize their thoughts in a logical manner and present their ideas effectively, identify and utilize the appropriate style of writing for a given situation, and efficiently convey concepts.

HUM 223 Cultural Studies (3 credits)
Cultural Studies is an interdisciplinary field that provides the terminology, analytic techniques, and interpretive strategies for examining culture. This course explores the social, aesthetic, ethical, and political aspects of culture, from its earliest origins to the culture we experience in contemporary life. Students will develop critical thinking skills to understand the meaning, significance, and value of aspects of culture, while forming their own cultural knowledge and opinions.

HUM 240 Contemporary Art (3 credits)
The Contemporary Art course provides an in-depth study of key modern artwork. A study of contemporary art's succession of often conflicting ideas, styles, and movements such as pop, minimalism, and conceptualism are examined. The course provides an overview of the motivations, interests, and innovations that have driven the art world from the middle of the 20th century to the present. Students who successfully complete the Contemporary Art course will be able to identify themes and stylistic movements in modern art, employ the language commonly used to describe the works, and demonstrate knowledge of the most significant artists of the period through their work.

HUM 430 Innovative and Immersive Art (3 credits)
This course is a study of the origin and development of art that derives its form through the intersection of emerging technologies and that has a spatial, aural, and temporal relationship to its audience. The course explores the relationship of this work and its unique forms of expression within film, music, design, and other unique and creative forms. Students explore the increasing role that technology plays in present and emerging art forms, analyze recent works, and develop a broader understanding of current issues in the photographic, performance, installation, sound, web, interactive, and digital or electronic arts.

MAT 121 College Mathematics (3 credits) (Online Course)
The College Mathematics course is designed to enable students to build skills and confidence in algebra that are required to succeed in math and core courses. First-time algebra students or those needing a review will begin with basic concepts and build upon these ideas by completing work that uses algebra in practical situations.

SBS 113 Behavioral Science (3 credits)
This course examines the psychological and practical aspects of becoming a master student. Students will learn techniques of motivation, time management, creativity, and develop strategies to overcome personal barriers to success. Students will also explore the cognitive processes related to personal growth and academic success. Application of the knowledge gained in this course will lead students to have a stronger desire for achieving mastery when learning new concepts and a greater appreciation for life-long learning.

SBS 305 Leadership and Organizational Behavior (3 credits)
The Leadership and Organizational Behavior course consists of an inquiry into the characteristics essential for inspiring others to action. Students identify their personal strengths and weakness through self-assessment, expanding their awareness of these qualities to include their effect on other individuals and on group behavior. The course provides strategies for decision-making and building effective teams and encourages students to explore the difficulties, compromises, and rewards of the collaboration process. At the successful conclusion of the Leadership and Organizational Behavior course, students will be able to identify the major leadership strengths and weaknesses, examine personal leadership strengths and weaknesses, and analyze factors that contribute to the success of organizations.

SPC 214-O Communication Principles (3 credits)(online only)
This course explores the development and use of human communication within the digital medium. Throughout the course, students study methods such as visual, verbal, nonverbal, direct and indirect communication. These methodologies are explored in the framework of the entertainment industry, with students identifying and describing communications concepts used to target audiences, utilize social media, create brands, and develop effective creative campaigns. Student deliver analyses utilizing written, visual, and oral self-expression demonstrating understanding of the use and application of these methods.